

# 35<sup>TH</sup> ANNIVERSARY

\$3.95

SPECIAL

ISSUE

## Sports Illustrated

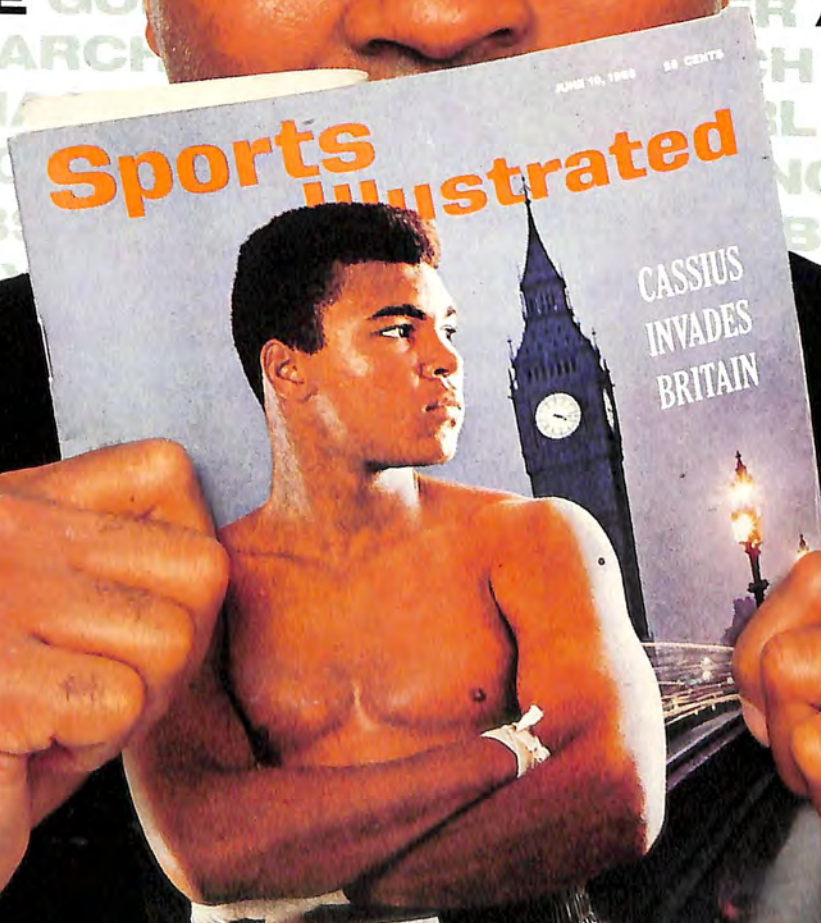
1954-89

OH, WHAT  
MEMORABLE

YEARS DE  
THEY'VE GO  
BEEN ARCH

THE CHAMP

ALI JOE  
GRACES OUR  
COVER FOR  
A RECORD  
31<sup>ST</sup> TIME



EVERLAST



# T IS US.

comes standard on all Ranger and Bronco II 4x4s, and is available as an option on all Broncos.

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## **FORD TRUCKS** BUILT FORD TOUGH



Buckle up—together we can save lives.



# AND IT

## **THE TOUGHEST COMPETITION WE HAVE IS OURSELVES.**

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Including your own.  
That's why at Ford we

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**FORD  
TRUCKS.  
WE HAVE MET  
THE  
COMPETITION...**





# FROM THE PUBLISHER

**T**he special anniversary issue you hold in your hands has been 35 years in the making. Since SI's debut on Aug. 16, 1954, the world of sports has changed dramatically. In '54 there were 42 professional major league teams, only four of them west of the Mississippi and none in the Deep South. Today there are 102 major league teams, in all corners of the U.S. (and nine in Canada, compared with two in '54). The United States Football League, World Hockey Association and North American Soccer League, among others, have come and gone. Old arenas and stadiums have been replaced, and franchises have shifted. Remarkably, the only NBA game you could see in '89 involving the same teams in the same arena they used in '54 would be the New York Knicks versus the Boston Celtics at Boston Garden. Every other team in the league has either been born in the last 35 years or has changed its address.

SI has changed too—for the better, we hope. But unlike the Syracuse Nationals, California Golden Seals and Lloyd Free, at least we have kept our original name. Well, we should have, because it didn't come any too easily. In the months before our first real issue, two dummy issues were produced, the first of which was called *The New Sport Magazine* and the second, simply, *Dummy*. Around Time Inc. the magazine was referred to as either Muscles or Harry's Yacht, in honor of the company's—and SI's—founder, Henry R. Luce. The truth is, we didn't have a name. In keeping with other Time Inc. publications—TIME, LIFE, FORTUNE—Luce wanted something succinct, but *Sport* was already taken by a monthly magazine. McFadden Publications, the publisher of *Sport*, was willing to sell the name for \$250,000, but Luce would go no higher than \$200,000. In February 1954, when Luce sent a letter to TIME subscribers offering them a charter subscription to the new sports magazine for \$7.50 a year, he did not know what it would be called.

Enter Stuart Scheftel. The stage is the Oak Room at New York City's Plaza Hotel, where Scheftel, a sportsman and entrepreneur, had a table. In the late '30s, Scheftel had put out a LIFE-sized monthly sports magazine called *Sports Illustrated*. The early SI was mostly for the country-club set, although it did pay heed to baseball and football, and it featured quality writing and photography. "We were beginning to turn the corner financially," says Scheftel, now 79 and the president of Fonawin, a telephone mass-announcement service that pro-

vides callers with the weather, lottery numbers and off-track betting results. "But because paper was at such a premium I had to choose between *Sports Illustrated* and another magazine I put out, *Young America*. So I stopped publishing *Sports Illustrated*.

"But in 1954, I still owned the title. I had been reading about this new sports magazine, and one day in the Oak Room I ran across Harry Phillips, an acquaintance who was the publisher of the new magazine. I said, 'Harry, I think the real reason your title is a secret is because you don't have one yet. Well, I've got one for you: *Sports Illustrated*.' I went away

for the weekend, but when I got back, there were all these messages to call Phillips. He asked me how much I wanted for the name, and I said something in the low five figures. He called Henry Luce in Rome, Luce agreed and Phillips got right back to me. 'Agreed,' he said. I said, 'There's just one more thing,' and Harry said, 'I've always known you as a man of your word, and I don't want to go back to Luce with any more demands.' I said, 'All I want is a subscription.' He laughed, and to this day, I have been getting the magazine."

Scheftel has a chock-full résumé. He is the only American to have won the British Boys' Amateur Golf Championship, which he did in 1928. He and his brother once played a match against Bobby Jones and the Prince of Wales, later King Edward VIII, and won 6 and 4. "Wales was all over the course," says Scheftel. He covered the Lindbergh

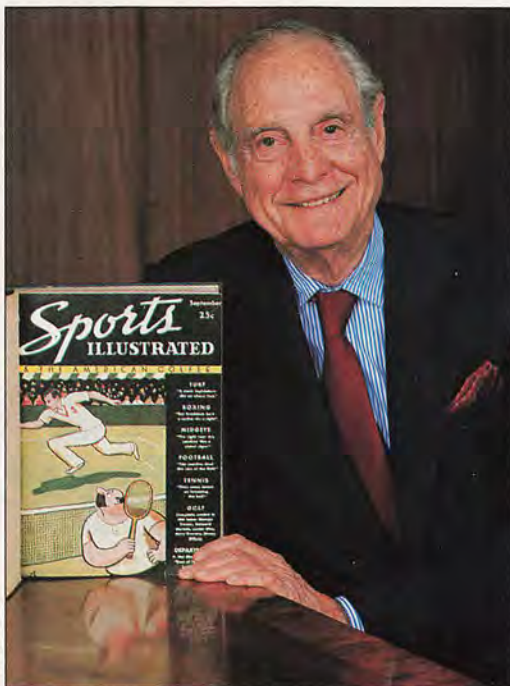
**Scheftel's magazine had the perfect name for Harry's Yacht.**

baby kidnapping for *The New York Times* and served with the Psychological Warfare Division of the U.S. Army during World War II. He was a director of the *New York Post* and ran unsuccessfully for Congress and for mayor of New York. For the past 44 years he has been married to actress Geraldine Fitzgerald.

And what does Scheftel think of SPORTS ILLUSTRATED? "Well, not much at first. I told Phillips that in the beginning. I thought it should be a LIFE for sports. But over the years, I've watched it grow and improve. I think it's gangbusters now. I still feel a certain pride of ownership whenever I read it.

"Do you want to know something funny? I once had the rights to the title *People*, but I let them lapse."

*Donald J. Barr*







36 hours 'til Monday. 54 dollars and change.





Lee jeans.



Riders







Nov. 15, 1989

Volume 71, No. 21

# Sports Illustrated

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MARK HANAUER/ONYX

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All the way home.**





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Let's get it together...buckle up.



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1954

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## 35TH ANNIVERSARY ISSUE

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1989

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The first SI was a far cry—in both form and substance—from the one we now publish, but we have always been guided by Henry Luce's promise to cover sport with heart and humor

# PUPPIES,

# POISON IVY



Before the first issue . . .

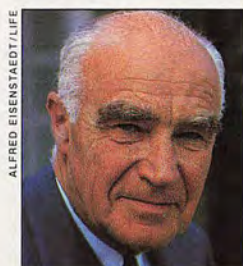
# AND A



. . . we made some dry runs.

# DASHING

# DUKE



ALFRED EISENSTAEDT/LIFE

Luce got it going.

For 25 cents we gave you our two cents worth on the boomerang, two articles on the current baseball-card craze, an account of the first race between two sub-four-minute milers, a primer on what you should know if you are going to buy a puppy, Bill Talbert on Tony Trabert, an essay that tried to convince you (and ourselves) that we were in the middle of the golden age of sport and a puff piece on the sporting life of the "Dashing Duke of Edinburgh," Prince Philip. We also did a hard-hitting feature on poison ivy, in which Dr. Marcus Kogel was quoted as saying that the leaves might actually taste good in a salad, although he did add, "One man's meat is another's poison." And we made note of the 35th anniversary of Upset's upset of Man o' War in the Sanford at Saratoga.

All of that was in the Aug. 16, 1954, issue—the premier issue—of SPORTS ILLUSTRATED. Eddie Mathews of the Milwaukee Braves (bat-

BY STEVE WULF

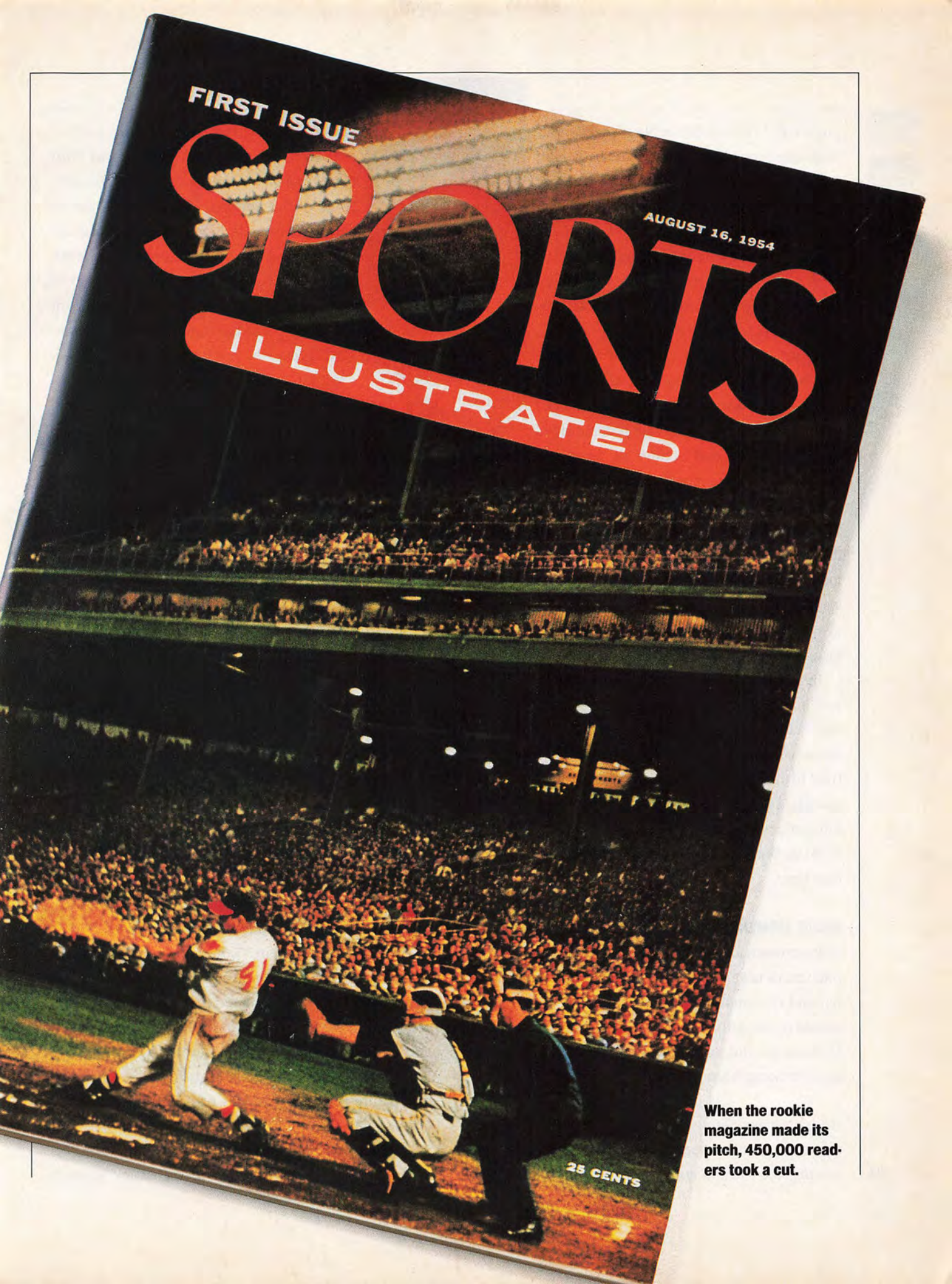


FIRST ISSUE

AUGUST 16, 1954

# SPORTS

ILLUSTRATED



25 CENTS

When the rookie magazine made its pitch, 450,000 readers took a cut.



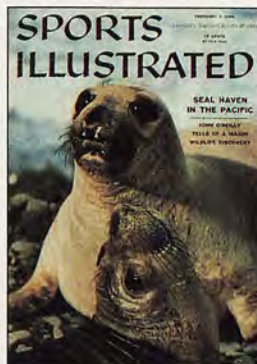
ting), Wes Westrum of the New York Giants (catching), umpire Augie Donatelli (behind the plate) and County Stadium fans (those sitting on the first base side) were on the cover, and inside we felt our way around the world of sports, from the Himalayas to the New Jersey shore, from cricket to ladies' wrestling. After 35 years, it's fun to see how far we—and sports—have come.

According to tradition, the 35th anniversary is identified with coral and jade. We prefer coral, and not only because we don't like to think of ourselves as having become jaded over the years. Coral is, after all, formed in the sea by millions of tiny animals, and it is constantly changing and splendidly varied. SI today looks vastly different from the way it did 35 years ago, and it will undoubtedly look vastly different 35 years hence from the way it does now. Sports, too, are in a perpetual state of flux: Today's Braves are in Atlanta, and the Giants are in San Francisco.

But Milwaukee and New York came up with teams to replace them in the hearts of their citizens. *Plus ça change, plus c'est la même chose*. Since that first issue we have tried to offer the best in writing, photography and art, and we have always strived to entertain, enlighten and encompass. And one other thing: We have never been afraid to go out on a limb.

**GREAT MOMENTS IN SI HISTORY, NO. 1.** In our Oct. 1, 1956, preview of the World Series, we wrote, "Variety pitchers (Kucks, Sturdivant) might bother both Brooklyn and Cincinnati, but fastballers (Turley, Larsen) are looked on hungrily by muscular Dodgers and Reds." All Don Larsen did, of course, was pitch the only perfect game in Series history.

Advertisements are a good reflection of the times, and the ads in our first issue are no exception: *Born for a long sporting life—new Stetson Railbird . . . You won't find*



**Animals made frequent cover appearances in the early years.**

many Kaiser-Darrins on the highway today—or tomorrow . . . Also makers of famous Falls City original air breather minnow buckets. Some of our editorial matter seems just as dated. We ran a fashion spread on sports-car racing teams. We hid Red Smith on baseball and Budd Schulberg on boxing in the back of the magazine, while devoting significant space up front to the comeback of the beaver. We no longer have a FISHERMAN'S CALENDAR ("WISCONSIN: Chippewa Flowage producing well, with 48½-pound muskie reported from Hayward last week"), nor do we run many features on beavers and poison ivy.

The writing and photography hold up pretty well, though. Our first story, Paul O'Neil's account of Dr. Roger Bannister and John Landy racing in the Vancouver Mile, is still an awfully good piece of writing, the lead of which we republish on page 27. O'Neil concluded his story as follows, revealing the poet in the athlete:

"'I tried to pull away from him in the backstretch of the last lap,' said Landy after he ceased to gasp for breath. 'I had hoped that the pace would be so fast that he would crack at that point. He didn't. When you get a man in that sort of a situation and he doesn't crack, you do. From then on I knew it was only a question of time. I looked over

my left shoulder to see where he was on the turn, and when I looked back he was ahead of me.' He paused, grinned, shook his head and added, 'I've had it.' "

From the same Empire Games in Vancouver, we recorded on film the agony and confusion of a marathoner named Jim Peters, who entered the stadium in the lead, collapsed in pain, struggled to his feet, collapsed again and ultimately passed out after lurching for the wrong finish line. In that first issue you also can find the fossils of creatures that exist to this day. PAT ON THE BACK evolved into FACES IN THE CROWD, SOUNDTRACK into SCORECARD and SCOREBOARD into FOR THE RECORD.

One of the delights of going through back issues is





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17 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette  
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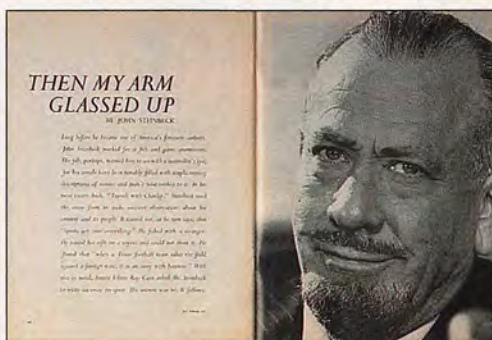


coming across mentions of athletes who would go on to bigger and better things. That first SCOREBOARD noted that 19-year-old light heavyweight Floyd Patterson won an eight-rounder in Brooklyn, that 13-year-old Earl Buchholz won the National Junior Chamber of Commerce tennis tournament in Springfield, Ohio, that Arnold Palmer won the amateur division of the Tam O' Shanter golf tournament in Chicago and that Allen Geiberger reached the finals of the U.S. Golf Association junior amateur championship in Los Angeles. The one athlete who has remained at the top of his sport throughout most of our history is in there, too. Jockey Willie Shoemaker was cited for riding three winners at Del Mar, Calif., giving him 22 victories in nine days.

**GREAT MOMENTS, NO. 2.** One of SI's editorial staples in the early years was JIMMY JEMAIL'S HOTBOX, a question-and-answer feature by Jemail, who was the inquiring photographer of the *New York Daily News*. In the Feb. 28, 1955, issue, Jemail asked several sports figures, "There's been a lot of talk about anti-intellectualism. Are you an anti-intellectual?" Yogi Berra, catcher for the New York Yankees, had this to say: "Anti-intellectualism? Never heard of it. Am I an anti-intellectual? Who cares?"

**GREAT MOMENTS, NO. 3.** In a Feb. 9, 1959, article, *Ingredients for a Faster Mile*, runner Herb Elliot recommended a breakfast that included fried eggs and two whole potatoes, French fried.

SI's initial circulation was 450,000, compared with our current figure of 3.5 million. We struggled financially



**Three SI writers who enjoyed a bit of fame elsewhere: Faulkner, Steinbeck and Hemingway.**

each to a seal, a monkey and a lion.

Inside the magazine we often called on literary lions. We had William Faulkner at the 1955 Kentucky Derby and at a hockey game earlier that year, Ernest Hemingway on bullfighting, Robert Frost at the 1956 baseball All-Star Game (one can imagine a sportswriter sitting next to the poet and asking, "Who you covering for?"), Carl Sandburg on putting and John Steinbeck on fishing. Even before we published our first magazine, we let a big one get away. A young writer joined the staff, and his first assignment was to write a caption about a horse hurdling a fence. After several days of frustration, he quit, leaving behind this caption in his typewriter: "The — horse jumped over the — fence." So much for the SI career of Kurt Vonnegut Jr.

We struck suntan oil in our third issue, when we put a bathing beauty on the cover, in the surf off exotic Jones Beach, in New York. Years before our first true swimsuit issue, in 1964, we were on to something. That third issue also featured our first letters to the editor section, with praise from the likes of Thomas Dewey, Samuel Goldwyn, Clark Griffith, Hank Greenberg and Sand-

and editorially. At first a good many of our stories came from free-lance writers, but we soon realized that relying on free-lancers was a mistake for two reasons: 1) We ended up throwing away a lot of articles that we had paid for, because they weren't good enough, and 2) we needed to forge our own identity. In the meantime, we showed a fondness for animals as cover subjects. In all of 1955, for instance, only one pro football player, Doak Walker of the Detroit Lions, made the cover, but four dogs did. In our first four years we devoted 15 covers to horses, eight to dogs, five to birds—counting one that was dead and in the mouth of one of the dogs—four to fish and one



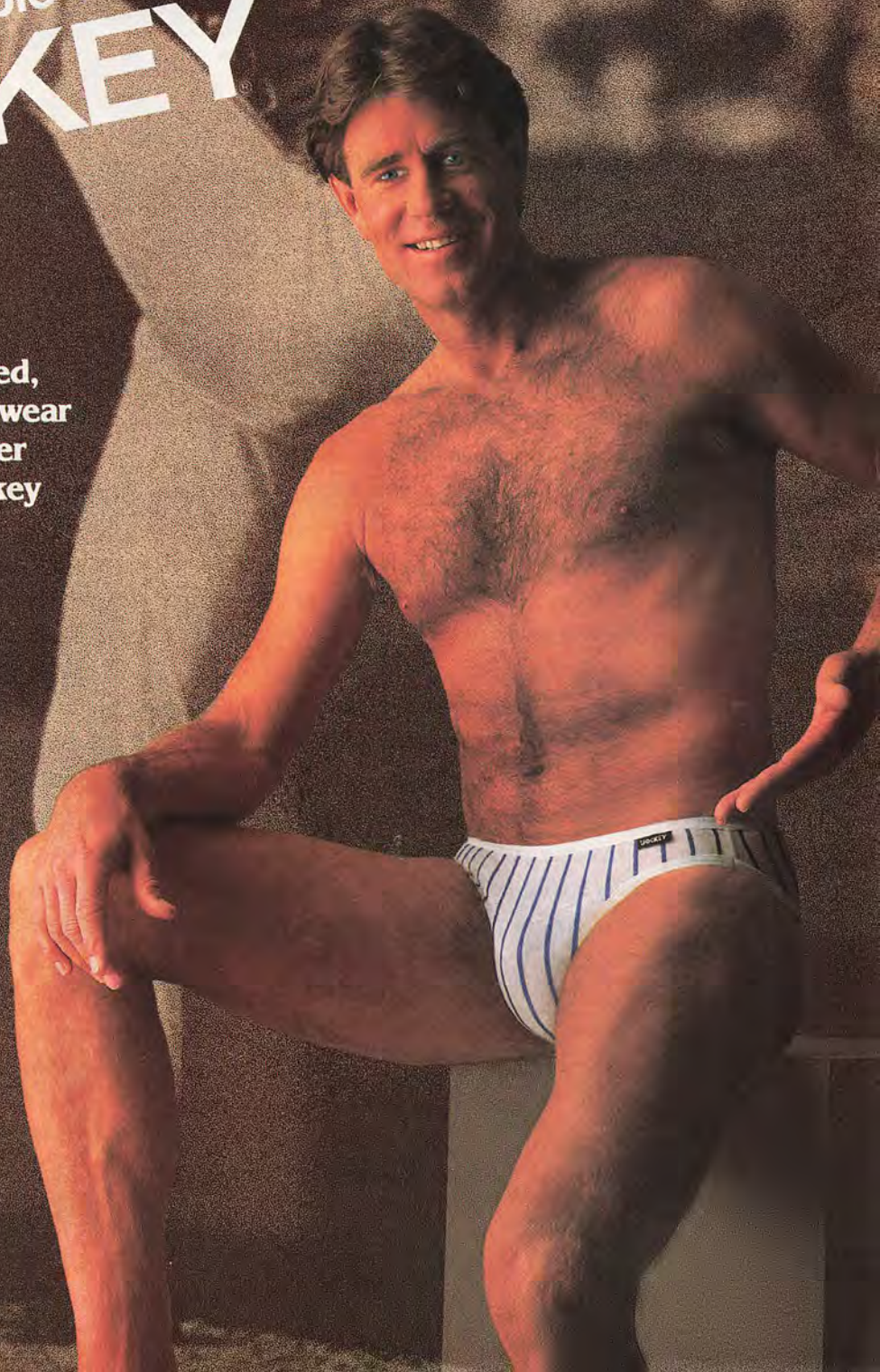
So Comfortable™  
**JOCKEY**

**“As far as I’m concerned,  
Jockey is the only underwear  
there is. Because no other  
underwear has that Jockey  
fit, that Jockey feel,  
that Jockey style.  
Just Jockey.”**

Jim Palmer  
Baseball Star  
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Baltimore, Maryland

*Jim Palmer*

*J.B. White*  
**joslins**





burg, who wrote, "The new magazine is a honey. Good writing, high readability, illustrations pat and high-spot."

Our first cancellation notice, from Walter Greenblatt of Dallas, also appeared in that first letters column. "I have received my first copy of SPORTS ILLUSTRATED and wish to cancel my subscription." We recently tracked down Greenblatt, who's now a 62-year-old insurance broker in Dallas. "Please tell your editor I'm sorry I canceled the subscription and that I think the world of your magazine," says Greenblatt, "though I'm afraid I still don't subscribe." But 17,109 charter subscribers are still with us.

**GREAT MOMENTS, NO. 4.** Of the 1961 home run race—Roger Maris versus Mickey Mantle versus Babe Ruth—we wrote in our July 31 issue of that year: "A season is a season, no matter how many games are played, and if Mantle hits 61 home runs this year, the answer to the question of who has hit the most home runs in one season will be Mickey Mantle. Besides, no crowd watching Mantle's 61st home run sailing out of the park will be talked out of the conviction that it has just seen a new record being set."

SI's first managing editor, Sidney James, was in many ways the ideal man for the job. "He had an unbounded enthusiasm," says Robert Creamer, a writer and editor for the magazine and, other than Henry Luce, our founder, the only person whose name appears on the masthead of both the first issue and this one. "Every issue was the greatest issue we'd ever put out, and we needed that kind of optimism in those days."

While circulation was strong from Day 1, Madison Avenue viewed sport as a blue-collar preoccupation whose followers could not afford the products the agencies were selling. "The advertisers considered sport a medium worthy only for sports equipment and hemorrhoid remedies," says James, who later became publisher of SI.



**Covers in '64 featured beehives and, stranger still, a bathing beauty.**

Peter Carr, one of the magazine's advertising salesmen at the time, concurs. "Sport is smart today," says Carr. "It wasn't at all in the early days of SI." The tough sell translated to weak ad revenues, and the result was a negative balance sheet for the first 10 years.

That skepticism about SI didn't apply to the sports world. Long before the red ink turned black, SI began to catch on. Jeremiah Tax, who joined the magazine as a writer in 1955, recalls being sent to Peoria, Ill., in the late '50s to do a story on the Bradley University basketball team. "I walked out of the little airport there, and all these cab drivers came rushing up to me from the taxi line," says Tax. "I had called the sports information director to let him know what day I was arriving, and the word got around town that the man from SI was coming. They even knew what plane I was flying in on." Yes, we

had begun to play in Peoria.

The magazine began to place a greater emphasis on hard sports when Andre Laguerre replaced James as managing editor in 1960. A Frenchman and an intimate of Charles de Gaulle who had been TIME's London bureau chief, Laguerre was a brilliant, slightly ruffled man with a remarkable grasp of American sports, largely acquired as a youth in San Francisco (his father was in the French diplomatic corps). "When we heard Andre was coming in as an assistant managing editor in 1956," says Creamer, "I think we thought we were getting this very sophisticated French count. As it turned out, we got the French Oscar Madison."

Laguerre was a man of few words, but he inspired fierce devotion among his staffers. He loved pro football, and the magazine's growth coincided with the NFL's. Or perhaps it wasn't a coincidence. We helped create fans for the sport, and in turn, pro football created readers for the magazine.

**GREAT MOMENTS, NO. 5.** From our Feb. 24, 1964, preview of the first Sonny Liston–Cassius Clay fight: "Sonny Liston, the heavyweight champion of the world, will



All of GM, going all out for you.



“Used to be that an American car in Switzerland was something of a rarity.

Not anymore. GM sells a lot of cars over here these days—good cars at good value. Which is nice for me—I’m the local dealer.”

**Fact:** GM exports more cars around the world from North America than any other car manufacturer.



Chevrolet Beretta

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meet his match next Tuesday night in Convention Hall in Miami—his match, that is, in confidence, arrogance and psychological left jabs. Unfortunately for Cassius Marcellus Clay, he is not yet a match for Liston in the

somewhat more pertinent matters of ring craftsmanship, punching power and the ability to take a smart clip on the jaw with no loss of equanimity or senses.”

We have not shied from informing our readers about the underside of sports. Our series on corruption in boxing in 1954 helped to bring about reform in that sport. Over the years we have focused on the black athlete, violence in football, the fixing of horse races and college basketball games, women in sports, money and sports, and, through the eyes of former NFL defensive lineman Don Reese, the destructive influence of cocaine on sports. We have crusaded long and hard against such disparate ills as the abuse of anabolic steroids, violence in hockey and environmental pollution. A Sept. 21, 1981, story by Robert Boyle was one of the first articles about the threat of acid rain to appear in the national media.

Occasionally we have made news ourselves. Reporter Melissa Ludtke helped open the doors of all locker rooms to women journalists when she successfully challenged baseball commissioner Bowie Kuhn’s ban at the 1977 World Series. Less seriously, George Plimpton’s story in the April 1, 1985, issue about an unknown pitching phenom who played the French horn and studied Tibetan mysticism made headlines across the country. *The Curious Case of Sidd Finch* was a hoax, concocted by the editors and Plimpton, who has also written in our pages about his Walter Mitty-esque pursuit of athletics, including playing quarterback for the Detroit Lions and goalie for the Boston Bruins.



LANE STEWART



WALTER TOUSS JR.



JOHN IACONO

**Blame Sidd Finch (top) on Plimpton, who earlier was a Paper Lion and a goalie.**

**GREAT MOMENTS, NO. 6.** The cover of the April 20, 1964, issue featured three women track athletes from the University of Texas, with the billing *Texas Girls Aim for Tokyo*. This qualifies as a great moment because of the

aerodynamically unsound hairdos of the “girls.” Let’s put it this way. If Flo-Jo tried to run in the gargantuan beehive sported by one of the runners, her feet would cross the finish line several seconds before her head would.

**GREAT MOMENTS, NO. 7.** A few months later, our cover billing was *Shirley MacLaine gallops 99 yards against Notre Dame*. Inside was a story shamelessly promoting her film *John Goldfarb, Please Come Home!* The only defense we can offer is that we were in another life at the time.

We have also attracted attention because of the hex supposedly cast on our cover subjects. When, as sometimes happens, an undefeated team loses or a dominant athlete performs poorly or suffers an injury after appearing on the cover, SI is held responsible.

We’re certain that no causal relationship exists, but it’s hard convincing others. Chicagoans still remember that Cub third baseman Ron Santo was on the June 30, 1969, cover when the team was leading the National League East. Not long after, the Cubs were overtaken by the Miracle Mets. Many Chicago fans blamed the Santo cover for the turn of events, though given the team’s history, the Cubs would have found a way to swoon without our assistance.

In 1976, for a cover that would appear before the Montreal Summer Games, we wanted a group shot of three Olympians, swimmer Shirley Babashoff, marathoner Frank Shorter and basketball player Scott May, but at the last minute Babashoff refused to pose. She finally relented but only after staff members had cajoled



# For everyone who wishes they could just push a button and become a better photographer.

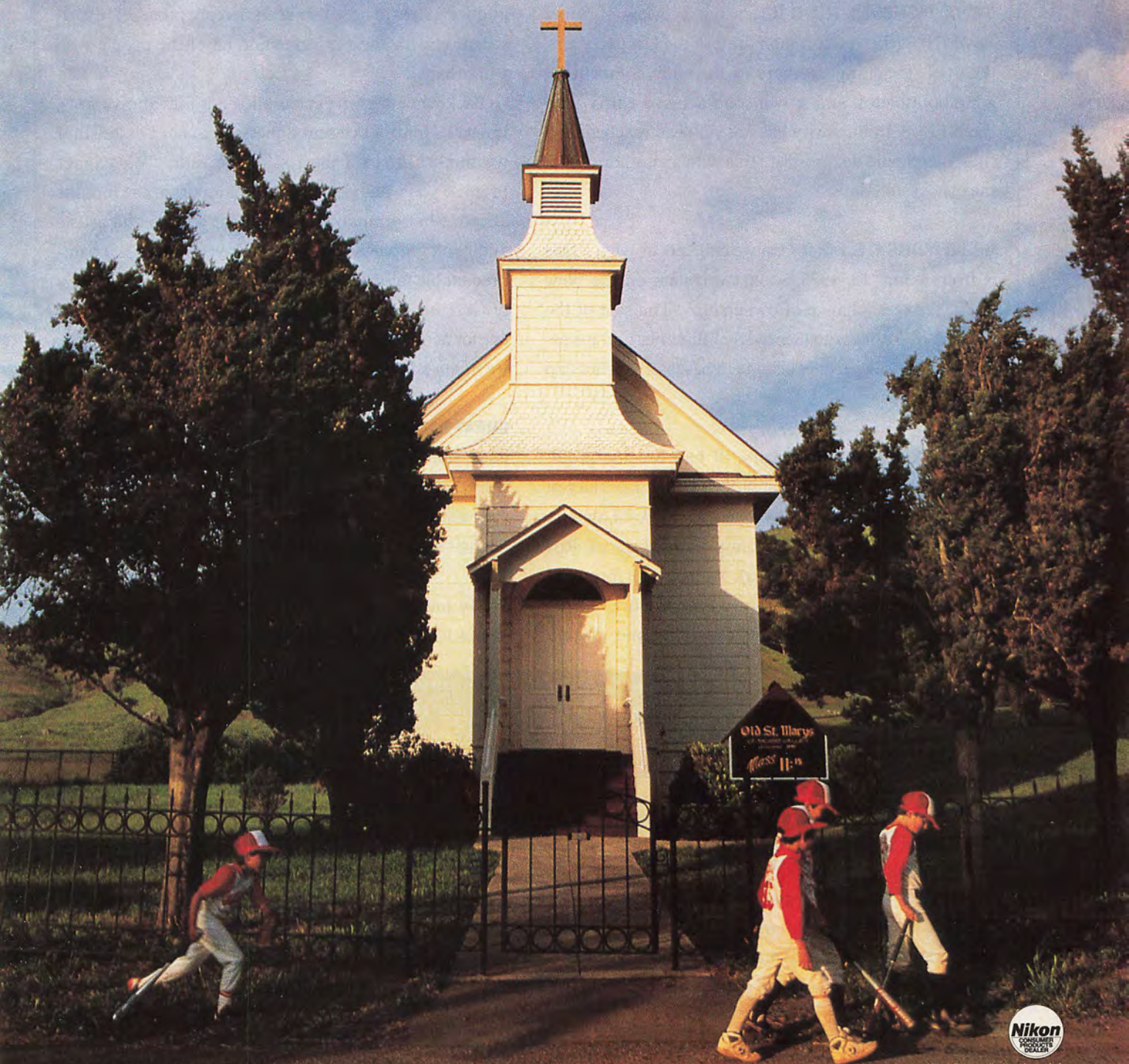
To take a picture like this, you have to push beyond the ordinary. But here the only thing the photographer pushed was the shutter release. The N4004s' Decision Master System did everything else.

Obviously, this is no ordinary SLR.



It accepts all Nikon autofocus lenses and has a built-in speedlight with fill-flash capabilities. And unlike cameras that are merely automatic, the N4004s has a selection of exposure controls, from fully automatic to fully manual. So you can take great pictures with one finger or all ten.

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We take the world's greatest pictures.®





Babashoff and her coach, Mark Schubert, into cooperating. When one of our writers pointed out that Mark Spitz had been on SI's cover during the 1972 Olympics—in which he won seven gold medals—Schubert, alluding to an image problem that hurt Spitz in the post-Olympic endorsement marketplace, said, “Yeah, but look what happened to him afterward.” Sometimes you just can't win.

**GREAT MOMENTS, NO. 8.** From our preview of Super Bowl III: “With the common draft of the last two years, the AFL is getting its share of the truly competitive, gung-ho athletes, and it will soon achieve parity with the NFL. But that parity has not yet been reached, and the Colts should demonstrate this with an authority that may shock Jets' fans.”

**GREAT MOMENTS, NO. 9.** Can we call 'em, or what? This is from a Jan. 15, 1973, SCORECARD item on the New York Yankees' change of ownership: “The sale of the New York Yankees to George Steinbrenner and his associates . . . is a welcome change in baseball's ownership structure.”

By 1964, our 10th anniversary, SI had become profitable. In 1974, after having built SI into the third-largest news magazine—after *TIME* and *Newsweek*—Laguerre stepped down as managing editor. His successors, Roy Terrell, Gilbert Rogin and Mark Mulvoy—all former SI writers—found ways to improve the product. Terrell maintained the high standards of writing and illustration that he had inherited, while placing greater emphasis on college and amateur sports.

Rogin, who took over in 1979, improved the quality of the writing even further and provided more comprehensive coverage of major events, such as the Olympics and the Super Bowl. Under Rogin, SI became the first all-color national magazine. Mulvoy, who rose to managing editor in 1984, has made the maga-

zine more dramatic and dynamic through the use of larger photos and greater responsiveness to late-breaking news. In addition, he has overseen the first major redesign of the magazine since the early days of Laguerre.

“The magazine just keeps getting better and better,” says Tax. “Oh, there are certain things I don't like about it, and every now and then I'll complain. But I can talk about it endlessly, and that's because I love it so much. I came to *SPORTS ILLUSTRATED* when I was 39 years old, and for 35 years now I've been fiercely proud of my association with the magazine and all of the people who work there.”

Back when we were celebrating our fifth anniversary, in 1959, Henry Luce sent a message to our readers that we think has stood the test of the time: “We cannot promise you what victories we will report in the months ahead, what dramatic moments our writers and artists and photographers will capture for you—sport is too unpredictable for that. But we *do* promise to bring *the best of sport, all in one place*—and to bring it to you with an eye for action, a nose for news and an ear for truth. And, we might add, with heart and humor.”

**GREAT MOMENTS, NO. 10.** In our 1989 baseball preview issue, somebody wrote, “The Cubs, who haven't won a world championship since 1908, have had only one winning season since 1972. You can be certain this will not be their second.”

We've made some wrong choices in the last 35 years, trying to decide what's meat and what's poison. But

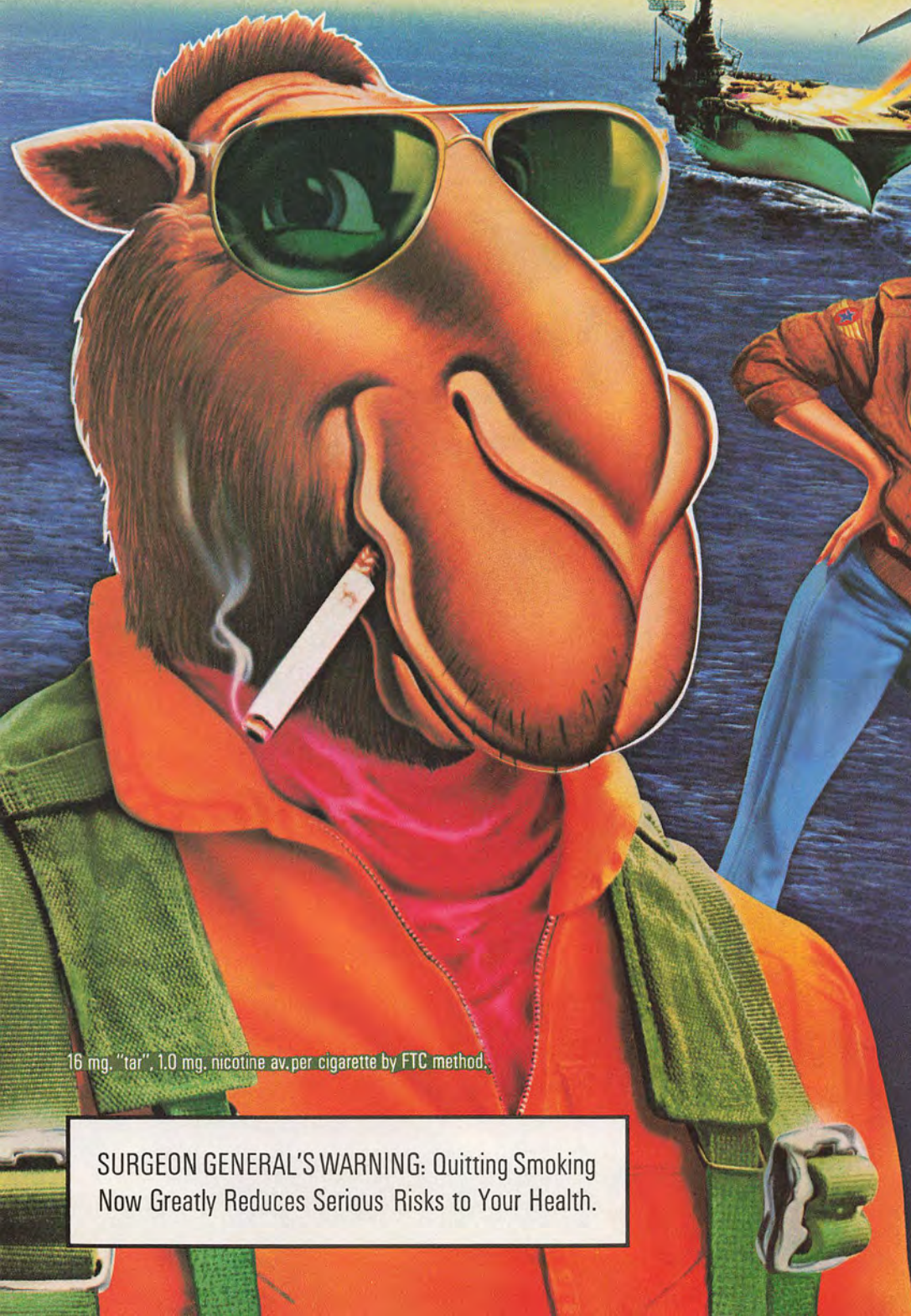
looking back, we take pride in what we have brought to sports and to our readers, an achievement recognized last April by the American Society of Magazine Editors, which gave *SPORTS ILLUSTRATED* the 1989 National Magazine Award for general excellence among magazines with a circulation of more than a million. Yes, we've come a long way since '54. That first 25-cent issue, in mint condition, is now worth \$250. ■



SI's 1989 National Magazine Award.



# Smooth character.



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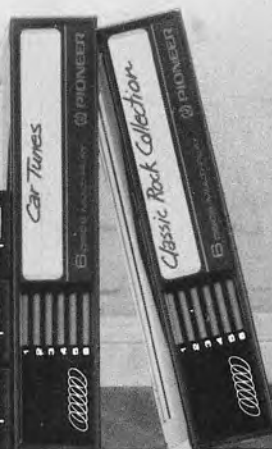


**Sunday morning.** Time to kick back, get comfortable, and perfect the art of doing absolutely nothing. The ideal companion? Pioneer's new PD-M710 six-disc CD player. Now you can enjoy up to six hours of your favorite music without lifting a finger.

The secret is Pioneer's innovative six-disc magazine format. It works in both Pioneer home and car multi-play systems and allows you to catalog and store your favorite CD's. And it even features Non-Repeating Random Play, which is like having your own computerized disc jockey.

All of which means you can spend less time changing your music and more time enjoying it. But don't wait for the weekend.

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We Bring The Revolution Home.™







**THE BEST**





OXFORD MAIL

**T**HERE HAVE BEEN GOATS AS WELL AS HEROES, AND AS MANY LOSERS AS WINNERS, BUT THE THREE-AND-A-HALF DECADES SINCE ROGER BANNISTER'S EPOCHAL FOUR-MINUTE MILE (LEFT), ON MAY 6, 1954, HAVE BEEN WONDROUSLY RICH IN ATHLETIC ACCOMPLISHMENT. THE FOLLOWING PAGES PROVIDE A YEAR-BY-YEAR CHRONICLE, BEGINNING WITH RON FIMRITE'S FOND AND EVOCATIVE LOOK BACK AT '54.

# OF TIMES





# 1954



**P**revailing wisdom seems to have it that the 1950s were dull, that this was a decade when the nation gazed down the long fairway of indifference and apathy. It was reputedly a peaceful, carefree time, years of numbing boredom between a terrible war and a social revolution. This is a canard, circulated most freely by those who weren't around in the '50s. Take it from someone who was very much there that these were years of constant change, of social turmoil, of excitement and wonder.

©LOS ANGELES TIMES SYNDICATE

I give you the year 1954, one under consideration here for reasons only too apparent. And what a year it was, both in and out of sports. I know it was a year I'll never forget, and, later, I hope to explain why. Perhaps it was the same for you. So suppose we look at a few of the events and people of a time that for some of us seems like only yesterday.

**THE FOUR-MINUTE MILE.** Maybe the thrill has gone from those once magic words. This is the metric age in track, after all, and hardly anyone seems to run mile races anymore. Ah, but in 1954, the four-minute mile was the Holy Grail of running. It wasn't

so much a goal as a barrier, as in the sound barrier, something to be broken through, presumably at great physical peril. And yet most experts of the time agreed that the problem of breaking through the barrier was more psychological than physical. Many runners had come close to it, but they all were eventually repulsed, as if held back by powers unseen and demonic. They all were, that is, until the drizzly afternoon of May 6, 1954, at the Iffley Road track, in Oxford, England. That was the day the clock was beaten.

**A songstress with a secret climbs the charts. A senator is mocked as Simple J. Malarkey. A car makes like a Bug.**

The four-minute mile did not seem a realistic goal until the early 1930s when first Jules Ladoumègue of France (4:09.2) and then Jack Lovelock of New Zealand (4:07.6) ran it in under 4:10. Then, in 1934, Glenn

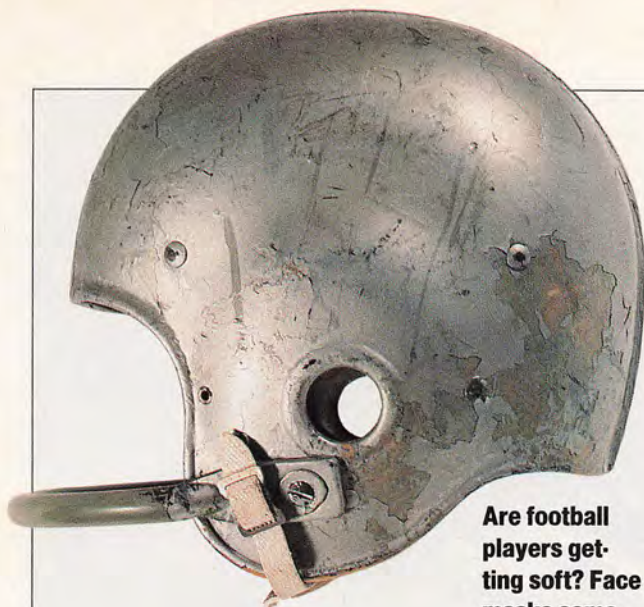
**BY RON FIMRITE**



**Marciano outdukes  
Charles in September,  
as he did in June.  
(Photograph by  
Hy Peskin/LIFE)**





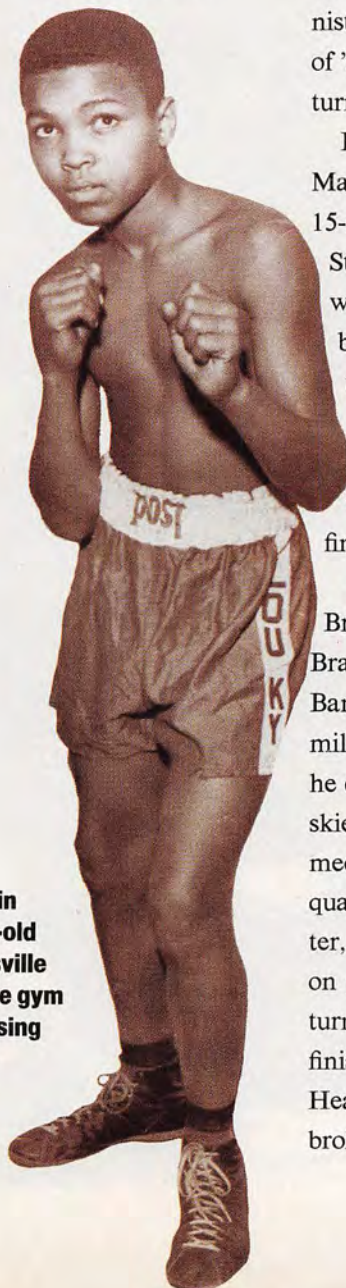


**Are football players getting soft? Face masks come into wide use.**

**“  
I propose to  
anybody. I say it  
to a hatcheck  
girl. I say it to  
anybody . . . sort  
of as a form of  
introduction.  
”**

—THE OFT-MARRIED  
TOMMY MANVILLE

**A certain  
12-year-old  
in Louisville  
finds the gym  
after losing  
a bike.**



Cunningham, the splendid middle-distance runner from Kansas, ran a 4:06.8. Britain's Sydney Wooderson lowered the record to 4:06.4 three years later, and, in the early 1940s, the great Swedish runners Arne Andersson and Gunder (the Wonder) Hägg, alternated at lowering the record virtually every year until, in 1945, Hägg ran a tantalizing 4:01.4. The four-minute mile had at last become a probability.

And yet Hägg's record stood for another nine years. There were runners consistently approaching it, among them Australia's John Landy, who had run a 4:02.1, and another miler from Kansas, Wes Santee, who had done 4:02.4. But Hägg's personal choice to break the barrier was a 25-year-old British medical student, Roger Bannister, who had done a paced 4:02. Hägg said in March of '54 that Bannister had the courage and the brains to turn the trick.

But Bannister was apprehensive on the morning of May 6 in Oxford. It had been raining and there was a 15-mph crosswind. Bannister told his trainer, Franz Stampfl, that maybe he shouldn't run at all. Stampfl, who had been working with Bannister since November, was sure the time was ripe, and he argued that the foul weather might actually spur him on to greater exertions. There followed a conversation between these two gentlemen that ranged from psychology to philosophy to supernatural experience. Bannister finally agreed to run.

Stampfl had a plan. Bannister's teammates on the British Amateur Athletic Association team, Chris Brasher and Chris Chataway, were to take turns pacing Bannister, Brasher leading him through the first half mile, Chataway picking him up from there for as long as he could hold out. As if in league with the scheme, the skies cleared five minutes before the race. Brasher immediately took the lead, pulling Bannister to a swift 57.5 quarter mile. At 660 yards, Stampfl shouted to Bannister, "Relax!" Bannister reached the half mile in 1:58.2, on pace for a breakthrough. Chataway then took his turn as the rabbit and held on until Bannister, into his finishing kick now, swept by him with 300 yards to go. Head rolled back, face contorted in pain, Bannister broke through the tape and collapsed in exhaustion.



There was an anxious pause, broken only by the anticipatory mumbling of 1,200 spectators, and then the announcement came: "A time, which is a new meeting and track record and which, subject to ratification, will be a new English native, a British national, a British all-comers, European, British Empire and world's record. The time was three. . . ." The rest was lost in pandemonium. Bannister had done it! He had run the mile in 3:59.4.

He had also opened the way for previously frustrated competitors everywhere. Six weeks later, Landy ran a 3:58 flat in Turku, Finland, and in August, Landy and Bannister ran the "Mile of the Century" at the British Empire Games in Vancouver, B.C., with Bannister winning in 3:58.8. The four-minute mile had become old hat. Bannister ran one more event and then retired to a career in medicine, his niche in sports history forever assured.

**NEWS OF THE DAY.** On May 17, in a unanimous decision read by Chief Justice Earl Warren, the U.S. Supreme Court rules that racial segregation in public schools is unconstitutional. The decision will force 21 states—17 where school segregation has been legal and four that have condoned it—to conform to federal law. It effectively launches the civil rights movement.

■ Senator Joseph McCarthy of Wisconsin, whose name is already synonymous with demagoguery, gets his comeuppance from every corner. Edward R. Murrow exposes McCarthy's bullying and boorish Red-baiting in a devastating documentary for the TV program *See It Now*. Cartoonist Walt Kelly, in his enormously popular *Pogo* comic strip, mocks McCarthy as "Simple J. Malarkey." Boston lawyer Joseph Welch shames and embarrasses him during the otherwise aimless Army versus McCarthy Senate subcommittee hearings after McCarthy accuses Welch's law partner, Fred Fisher, of "serving the Communist cause." "Until this moment, Senator, I think I never really gauged your cruelty or your recklessness," an indignant Welch responds. "Have you no sense of decency, sir, at long last?"

■ The first nuclear-powered submarine, *Nautilus*, is launched Jan. 21 by Rear Admiral Hyman Rickover.

■ Swanson introduces the first TV dinner.



With this product, you can lead "The Life of Riley."

## IN SI'S WORDS

### MILE OF THE CENTURY

VANCOUVER, B.C.

*The art of running the mile consists, in essence, of reaching the threshold of unconsciousness at the instant of breasting the tape. It is not an easy process, even in a set-piece race against time, for the body rebels against such agonizing usage and must be disciplined by the spirit and the mind. It is infinitely more difficult in the amphitheater of competition, for then the runner must remain alert and cunning despite the fogs of fatigue and pain; his instinctive calculation of pace must encompass maneuver for position, and he must harbor strength to answer the moves of other men before expending his last*

*reserves in the war of the home stretch.*

*Few events in sport offer so ultimate a test of human courage and human will and human ability to dare and endure for the simple sake of struggle—classically run, it is a heart-stirring, throat-tightening spectacle. But the world of track has never seen anything quite to equal the "Mile of the Century" which England's Dr. Roger Gilbert Bannister—the tall, pale-skinned explorer of human exhaustion who first crashed the four-minute barrier—won here last Saturday from Australia's world-record holder, John Michael Landy. It will probably not see the like again for a long, long time. . . .*

—PAUL O'NEIL





## AND INTRODUCING . . .

*At the Country Club of Detroit—the final match of the 54th annual United States Amateur championship . . . there was **Arnold Palmer**, 24, a compact five foot eleven, seven months out of the Coast Guard, the son of the professional at the Latrobe Golf Club in Latrobe, Pa., an industrial town 40 miles from Pittsburgh. Palmer had*

*learned to drive the club's tractor when he was seven, grown up with golf, attended Wake Forest College before and after his three-year hitch in the Coast Guard, and earlier this summer had won his first important tournament, the All-American at Tam O'Shanter.*

—SI, SEPT. 6

■ In an off-year election, the Democrats chide President Eisenhower for spending too much time on the golf course. Vice-President Nixon rises to his defense: "If the President spent as much time playing golf as Truman spent playing poker, he could beat Ben Hogan."

**SLAMMIN' SAM AND THE HACKER.** On April 9, Billy Joe Patton, a 31-year-old North Carolinian, became the first amateur in the 18-year history of the Masters to lead after the first two rounds, and he hung in there almost to the end, sinking a hole in one on the 190-yard 6th on the final day. But at the finish, those noble veterans, Sam Snead and Ben Hogan, both 41 at the time, were the only players left. They finished in a dead heat after regulation play. Snead won by a stroke in the 18-hole playoff. It was Slammin' Sam's third Masters title, and he entered the U.S. Open at Baltusrol in New Jersey convinced that his time, in what was for him a forever elusive tournament, had finally come. He was wrong.

Snead, in trouble from the start, watched helplessly as Hogan, 23-year-old Gene Littler and an old pro from St. Louis, Ed Furgol, passed him by. Furgol, 37, played with a true handicap. He had broken his left arm in a childhood accident, and the break never mended properly, the arm eventually withering. But Furgol persevered, using a bent-arm swing that made him look like a weekend hacker, which he definitely was not.

Littler went into the last day two strokes ahead of Hogan and Furgol. But Hogan dropped off the pace, and it looked as if Furgol would slip as well when, on the last hole, he hooked his drive deep into the rough where trees blocked his path to the green. Furgol, who had a one-stroke lead over Littler at the time, showed no signs of panic. Improvising brilliantly, he curled a long iron shot onto the next fairway. He reached the apron of the 18th green in three, chipped up smartly and sank a tricky downhill putt for par. Littler reached the final green in three and needed birdie 4 to tie Furgol, but he missed an eight-foot putt and lost by a stroke.

**THE DOMESTIC FRONT.** Joe DiMaggio and Marilyn



*Down this quiet shaded lane,  
a rare Tennessee whiskey is  
Charcoal-Mellowed Drop by Drop  
—and, friend, that means it's sippin' whiskey!*

**F**or a long time now, charcoal has been a good friend to the whiskey maker. This ancient substance makes the whiskey mellow and smooths out its flavor. So you'll find that all American whiskeys are aged in charred oak barrels. But at our distillery in Lynchburg, Tennessee—the oldest registered distillery in the United States—we carry this honored mellowing process one step further. We use the charred oak barrels, of course—but first we let our whiskey seep through vats filled with 100 inches of finely ground hard maple charcoal.

Jack Daniel's slow trip through charcoal puts it into contact with 5 to 6 thousand times as much flavor-smoothing charcoal as it later gets in the barrels.

**That's the story** of our "charcoal-mellowing" process—the best way we know of smoothing out *all* the "rough edges" in a whiskey's flavor. Once



Whiskey-making's rarest process:  
preparing char for charcoal-mellowing.



you've tasted Jack Daniel's, we think you'll wonder why more whiskeys aren't made in this old, unhurried way. Whatever the reasons, one thing is certain. You'll be glad Jack Daniel's *does* get this "extra blessing." Charcoal-mellowing drop by drop produces a rare and wonderful whiskey—with a flavor so smooth, Jack Daniel's has won five gold medals in competition with the world's finest whiskeys.

*This ad first appeared in October of 1954. Our ads haven't changed too much from that year till this. And, we assure you, neither has our charcoal mellowed Tennessee whiskey.*



Tennessee Whiskey  
40-43% alcohol by volume (80-86 proof)  
Distilled and Bottled by Jack Daniel Distillery  
Lem Motlow, Proprietor  
Route 1, Lynchburg (Pop 361)  
Tennessee 37352



Monroe are married in January, divorced in October. The marriage of "poor little rich girl" Barbara Hutton to Dominican diplomat and international playboy Porfirio Rubirosa lasts 73 days. He takes up with Zsa Zsa Gabor, who divorces actor George Sanders, her third husband. Asbestos heir Tommy Manville is separated from his ninth wife, one Anita Roddy-Eden Manville. Actress Ava Gardner splits with Frank Sinatra and, as Frankie grieves, takes up with bullfighter Dominguin. Bobo Rockefeller wins a \$5.5 million divorce settlement from Winthrop Rockefeller and is romanced by Nevada hotelman Charlie Mapes. Eddie Fisher and Debbie Reynolds, the cute couple of the year, are engaged.

**TEE-VEE.** *I Love Lucy*, *Dragnet*, *The Life of Riley*, *The Adventures of Ozzie and Harriet*, *What's My Line*, *You Bet Your Life*, *This Is Your Life*, *Mr. Peepers*, *Tonight*, *Arthur Godfrey and His Friends*, *That's My Boy*, *Omni-bus*, *Studio One*. In his book, *Treadmill to Oblivion*, published this year, radio comedian Fred Allen writes that anyone caught watching one of the new television game shows should be locked in his own house by federal authorities. Then, writes Allen, "with all the morons in America trapped, the rest of the population could go about its business."

**Rickover fights for the nuclear sub, and with Nautilus, he gets it.**

**I HEAR AMERICA SINGING.** A hipper,

harder-swinging Sinatra emerges from the bony body of the former kid crooner, and 27-year-old Tony Bennett is in full throat. But the charts are dominated by such bland pop singers as Kitty Kallen, Rosemary Clooney, Perry Como, Eddie Fisher, Joni James, the Ames Brothers, the Four Aces and Patti Page. Doris Day hits the Top 10 with *Secret Love*.

In teenage land, an ominous beat is heard. In the spring, a former disc jockey named Bill Haley records with his Comets a manic number entitled *Rock Around the Clock*. And on July 5, *That's All Right* is recorded by somebody named Presley.

**BIG DROB AND LITTLE MO.** He was one of the most unusual and entertaining tennis champions of his time. Jaroslav Drobný was a defector from Czechoslovakia who became a citizen of both Egypt and Great Britain. In 1948, a year before his defection, he had played on the Czech ice hockey team in the Winter Olympic Games in St. Moritz. At 32, he was considered somewhat past his prime and certainly over his head in the Wimbledon finals against the 19-year-old Australian sensation, Ken Rosewall.

In a marathon match, however, Drobný defeated Rosewall 13-11, 4-6, 6-2, 9-7. "That's it," Drobný said afterward. "From here on in, it will just be fun. I don't think I'll ever win again." And he never did.

At the age of 19, 1954 Wimbledon champion Maureen Connolly, affectionately called Little Mo, was the undisputed queen of women's tennis. Even before beating Louise Brough 6-2, 7-5 in the finals, she was already a two-time Wimbledon and three-time U.S. Open champion. In 1953, she became the first woman player to win the Grand Slam—U.S., Wimbledon, Australian and French championships. And tennis was not her only sport. She was also an enthusiastic and accomplished equestrienne. In 1954







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Built for the Human Race.™



she was riding her horse, Colonel Merryboy, on a sunny July day near her home in Southern California, when the animal was startled by a passing truck. Little Mo was wedged between the horse and the truck. Her left leg was crushed. She never played competitive tennis again, and she never fully recovered her health. She died of cancer in 1969 at the age of 34, on the eve of Wimbledon.

**CARS.** They're called Bugs, and you see them everywhere. In fact, Volkswagen becomes the fourth-largest automaker in the world this year. And foreign sports cars are the rage among the upwardly mobile. Hoping to get in on this apparent boom, Ford introduces a

**Joe D and Marilyn team up in January, but their marriage will soon strike out.**

sports cars of its own, the Thunderbird, but soon ruins it by making it bigger. Bigness is the obsession of U.S. automakers. "Lower, longer, wider" is the prevailing theme, even though it is obvi-

ous, particularly in the burgeoning suburbs, that small cars are becoming the rage.

**BROADWAY.** *Pajama Game*, *The Teahouse of the August Moon*, *The Solid Gold Cadillac*, *The Caine Mutiny Court-Martial*, *Fanny*, *Peter Pan* (with Mary Martin), *The Boy Friend*, *The Confidential Clerk* (by T.S. Eliot).

**FLICKS.** At 30, Marlon Brando scores with both *The Wild One* and *On the Waterfront*, for which he will win the Academy Award. TIME says that he is the "supreme portrayer of morose juvenility." Other hits of the year: *Three Coins in the Fountain*, *Dial M for Murder*, *The High and the Mighty*, *Rear Window*, *A Star Is Born* (with Judy Garland singing her heart out), *The Country Girl* (Academy Award for Grace Kelly).

**BOOKS.** *The Long Goodbye*, Raymond Chandler; *Casino Royale*, Ian Fleming; *The Return of Jeeves*, P.G. Wodehouse; *Sweet Thursday*, John Steinbeck; *A Fable*, William Faulkner; *The Blackboard Jungle*, Evan Hunter;

*No Time for Sergeants*, Mac Hyman; *The Bridge Over the River Kwai*, Pierre Boulle; *Lucky Jim*, Kingsley Amis; *The Doors of Perception*, Aldous Huxley.

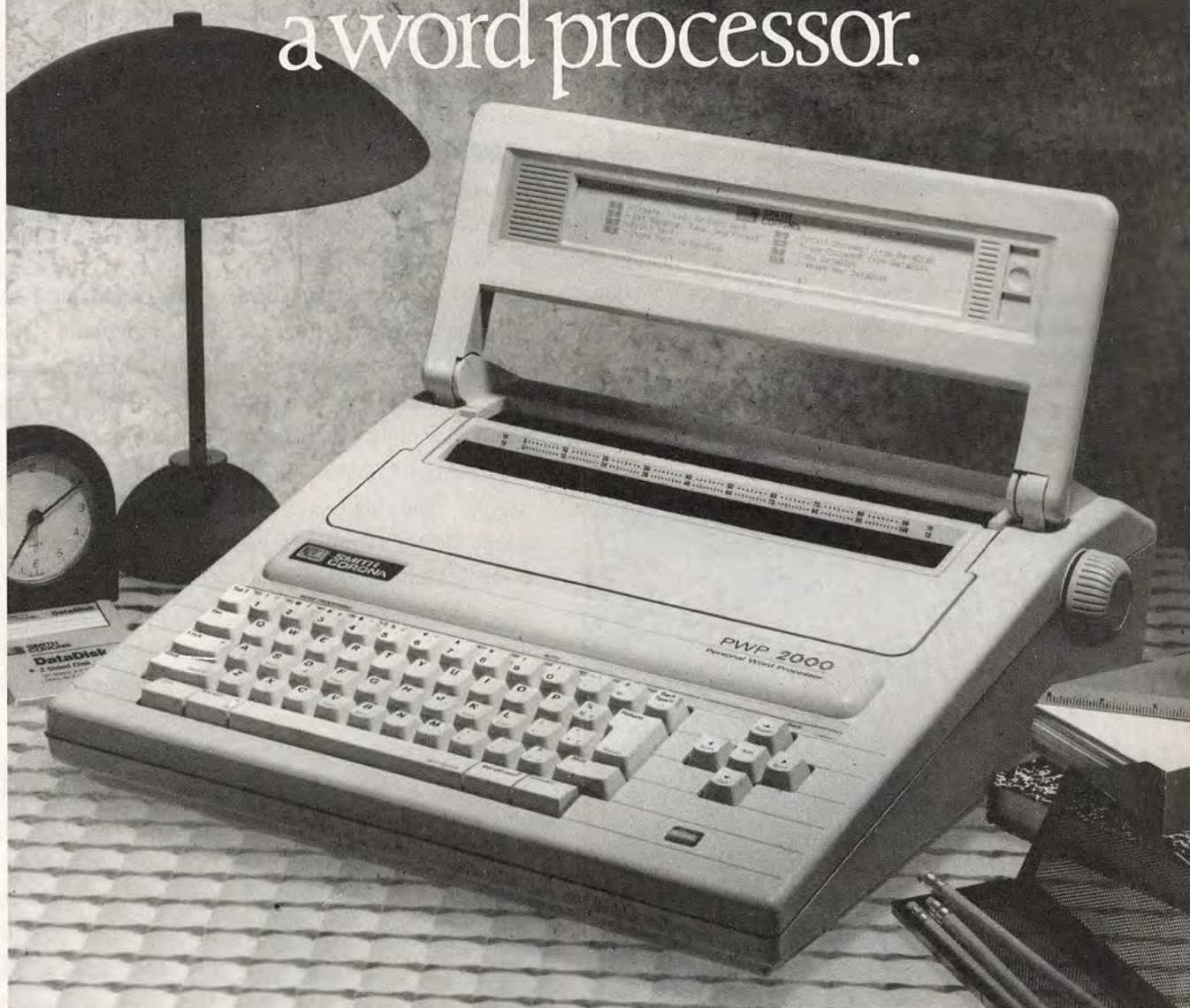
**THE ROCK AND A HARD PLACE.** In the ring, they were polar opposites, one a master boxer, the other a brawling slugger. Outside of it, they had much in common, for both were gentlemen, quiet and unassuming, even humble—strange birds when compared with the tedious braggarts who people the ring today. Each had beaten Joe Louis in the great champion's declining years, and each had said he was sorry he had to do it. They came from a tradition that deplored gloating over a fallen foe, particularly over one of such distinction.

Rocky Marciano and Ezzard Charles met twice in 1954, the fights exactly three months apart, on June 17 and Sept. 17. Marciano, the reigning heavyweight champion, won both bouts, and each fight was remarkable in its savagery. In the first fight, Charles, the former champ, held off Marciano's tauromachian assaults for the first





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seven rounds, slicing a mean cut over the Rock's left eye. Then, in the eighth, Marciano connected with a vicious right uppercut that caught Charles in the throat. The punch took his breath away, and from then on, he had trouble breathing. But he refused to go down under a relentless pounding, and he was standing at the bell ending Round 15, a noteworthy achievement in itself, since Marciano had knocked out 10 straight opponents before him.

Marciano won the decision, but Charles, considered by boxing fans up to that point to be something of a dispassionate mechanic, had won new respect for his bravery under fire. In the rematch, Charles took the fight to

**Drobny and Connolly win Wimbledon, but Little Mo will be injured later this year while riding a horse.**

the champion, splitting his nose down the middle like an apple. But Marciano's ponderous blows soon sapped the challenger's strength, and Charles dropped in the eighth, the Rock's 41st KO in 47 fights.



Marciano knocked out two more contenders in '55, British heavyweight Don Cockell and light heavyweight champion Archie Moore, and then retired undefeated at the comparatively young age of 32. He also died young, in the crash of a small plane in 1969, the day before his 46th birthday. Charles fought another four years after Marciano, finishing as the winner in 96 of his 122 bouts. He died at 53, in 1975, of amyotrophic lateral sclerosis, Lou Gehrig's disease.

**MEDICAL BULLETINS.** Between 500,000 and a million youngsters are inoculated in the summer with a new polio vaccine developed at the University of Pittsburgh by the 39-year-old Dr. Jonas Salk.

■ At the June convention of the American Medical Association in San Francisco, Edward Hammond, a statistician for the American Cancer Society, offers evidence that the incidence of lung cancer in smokers is three to nine times higher than for nonsmokers. But cigarette advertising ("LSMFT—Lucky Strike Means Fine Tobacco," "Pall Malls are made longer—to travel the smoke further") continues unabated.

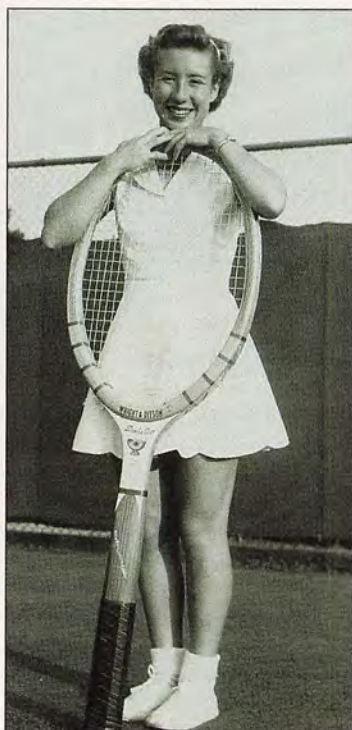
■ Pierre Mendès-France, the new French premier, suggests that his countrymen cut back on their wine consumption and drink milk instead. His proposal is greet-

ed by howls of protest and derision.

**SPORTS NOTES.** Determine wins the Kentucky Derby, but the world of thoroughbred racing is saddened by the retirement of Native Dancer, the big gray, who lost only one race, the Kentucky Derby of 1953.

■ Babe Didrikson Zaharias, who had a cancer operation in '53, wins the U.S. Women's Open golf tournament for the third time.

■ Face masks on foot-





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**Fred Allen would lock up game-show fans. Will the mystery guest sign in, please?**

ball helmets come into widespread use.

■ The Detroit Red Wings win the Stanley Cup for the third time in five years, defeating the Montreal Canadiens four games to three.

■ La Salle beats Bradley to win the NCAA basketball championship.

■ Obscure incident in Louisville: On the corner of York and Fourth, a skinny 12-year-old has his new bicycle stolen. "If I catch the kid that took my bike, I'll whip him good," he tells a patrolman. The officer, who happens to be the supervisor of boxing for the Louisville Department of Recreation in his off-duty hours, invites the boy to come by the gym he operates. The young man's name: Cassius Marcellus Clay.

■ The NBA adopts the 24-second clock just as George Mikan, the league's first superstar, announces the first of his two retirements. In the championship finals, the Minneapolis Lakers defeat the Syracuse Nationals four games to three.

■ Frank Selvy of Furman scores a record 100 points in a 149-95 win over Newberry College.

**DEATHS.** Artist Henri Matisse, 84; actor Sydney Greenstreet, 74; editor Walter Howey, 72, the model for Walter Burns in the Hecht-MacArthur play *The Front Page*; William (Pudge) Heffelfinger, 86, Yale lineman who made Walter Camp's first All-America team in

1889; sportswriter Grantland Rice, 73, the Four Horsemen poet; gangster George (Machine Gun) Kelly, 59, at Leavenworth Federal Penitentiary; football coach Glenn Scobey (Pop) Warner, developer of both the single- and double-wing formations; Nobel Prize physicist Enrico Fermi, 53, atom pioneer; Jacques Brandenberger, 81, inventor of cellophane.

**THE GRIDIRON.** When he learned that three of his

star players had been arrested for brawling and that another had been accused of rape, Michigan State football coach Duffy Daugherty responded philosophically: "Otherwise, our squad's behavior is as good as any in the country."

In the second quarter of the Cotton Bowl game of Jan. 1, 1954, Rice was leading Alabama 7-6 when Owls halfback Dickie Moegle broke loose on what appeared to be a certain touchdown run. Then, from out of nowhere, 'Bama fullback Tommy Lewis dragged him down. "From out of nowhere," in this instance, is not mere exaggeration, for when Moegle started his run, Lewis was out of the game, sitting on the Crimson Tide bench. What mad thoughts must have coursed through his mind as he saw the game and the season slipping away from his team! So he jumped off the bench and made the tackle as Moegle sped by. Rice was awarded a 95-yard touchdown, and the Owls went on to win the game, 28-6.

"I kept telling myself I didn't do it, but I knew I did," Lewis said afterward. "I guess I'm too full of Alabama."

Coach Frank Leahy resigned from Notre Dame because of illness after 11 years, 87 wins and five national championships at South Bend. He was replaced by 25-year-old Terry Brennan, a former running back for the Irish.

The co-national champions, according to the polls,



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were UCLA, coached by Henry (Red) Sanders, and Ohio State, under 41-year-old Woody Hayes.

The Cleveland Browns and Detroit Lions met for the third straight year in the NFL title game. The Browns avenged two previous defeats in a 56-10 laugh.

**THE NEWS IN BRIEF.** Ernest Hemingway, 54, suffers these injuries in two separate January plane crashes in Africa: three compressed vertebrae, ruptured kidney and liver, collapsed intestine, brain concussion, scalp burns, partial blindness. His suffering is assuaged in October when he is awarded the Nobel Prize for literature, primarily for his 1952 novel, *The Old Man and the Sea*.

■ There's a war on in Vietnam, and the French lose it at Dien Bien Phu on May 8.

■ Aristotle Socrates Onassis, a 48-year-old Greek shipping tycoon, converts a 325-foot frigate into his personal yacht and christens her *Christina*.

■ An H-bomb test by the U.S. on March 1 in the Marshall Islands surprises even the Atomic Energy Commission when the explosion turns out to be three times stronger than expected. It is the biggest explosion set off by man, and it in turn sets off Ban the Bomb demonstrations throughout the world.

**Desperate to turn the Tide, Lewis leaves the 'Bama bench to bring down Moegle.**

■ The sudden proliferation of so-called "horror comics" provokes a congressional investigation.

■ The Motion Picture Association of America lifts its censorship of the phrase *go to hell* in film dialogue.

■ Boeing introduces its 128-foot-long 707, the country's first commercial jet passenger plane.

■ The well-dressed American businessman wears a charcoal-gray flannel suit with pink shirt and regimental-striped tie.

■ Kids everywhere begin wearing Davy Crockett coon-skin caps.

■ Christian Dior inflicts on mankind "the flat look." It is deplored on two continents.

**BASEBALL NOTES.** The Red Sox lose both Mel Parnell, with a broken pitching arm, and Ted Williams, with a fractured collarbone, before the season is a full month old. Williams makes it back for a May doubleheader with the Tigers and goes 8 for 9, with a double and two homers.

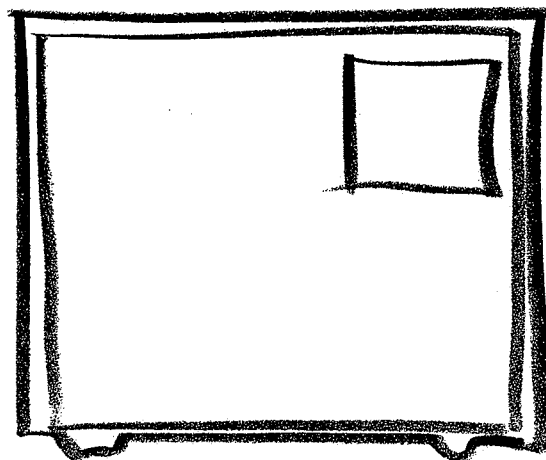
■ In a May 2 doubleheader against the Giants, Stan (the Man) Musial hits five home runs, a twin-bill record. And on July 31, the Braves' Joe Adcock hits four homers off four Dodger pitchers to become only the fifth player in major league history to hit four in a nine-inning game.

■ The Orioles play their first season in Baltimore after moving from St. Louis, where they had been the Browns; the Braves play their second season in Milwaukee after moving in '53 from Boston. Then, after the season, industrialist Arnold Johnson buys the Athletics from Connie Mack's family in Philadelphia for \$3.5 million and announces that he will move the team to Kansas City.

**WILLIE.** The Cleveland Indians were heavy favorites over the New York Giants in the World Series. The Indians won 111 games in '54 and had baseball's most imposing starting rotation in Early Wynn, Bob Lemon, Mike Garcia, Bob Feller and Art Houtteman. In the bullpen, manager Al Lopez had rookie sensations Ray Narleski and Don Mossi. Bobby Avila won the batting championship (.341), and Larry Doby led the league with 32 homers and 126 RBIs. Al Rosen (24 homers) and early-season acquisition Vic Wertz (15 homers) gave the Indians added sock.







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The Giants had benefited from a preseason trade of pure genius. They sent 1951 hero Bobby Thomson to the Braves for a 23-year-old lefthander, Johnny Antonelli, who had been no better than 12–12 in '53. But Thomson broke his ankle in spring training and played in only 43 games all season. Antonelli won 21 for the Giants and led the league with a 2.30 ERA. Willie Mays led the National League in hitting with a .345 average and belted 41 homers. But it was Mays's glove that would do the Indians in—Mays's glove and pinch-hitter Dusty Rhodes's bat.

The first game was enough to demoralize the Indians. In the eighth inning, with two men on and the score 2–2, Wertz hit a mighty drive to dead centerfield in the cavernous old Polo Grounds off Giants lefty Don Liddle. Mays gave what appeared at first to be futile chase, running, it seemed, forever as the ball headed for deep center. But he reached up and caught it with his back to the infield, some 460 feet from home plate.

The Indians did not score, and in the 10th inning, Rhodes hit a ball about 200 feet shorter than Wertz's but down the short Polo Grounds foul line in right for a three-run homer that won the game. A ball that would have been a homer in any other ballpark was caught by a miracle man, and a ball that would have been caught in any other ballpark became the game-winning homer. The Indians never recovered and lost in four straight.

Mays's catch is now part of baseball legend. For me, your tour guide through 1954, it had a significance well beyond that.

**MR. WONDERMENT.** Willie caught that ball on Sept. 29, the very day I was released from the U.S. Army after two years of service as a reluctant draftee. I had fought the Korean War from behind a typewriter in West Germany, and now I was a free man at last. In short order, I

**Wertz is robbed by Mays in the Series opener. Score it as a 460-foot out. And later, credit Rhodes with a 260-foot homer.**

got a job and found an apartment on San Francisco's Telegraph Hill. The job, as a public relations man for the Southern Pacific Company railroad, was not exactly what I had in mind, and I would soon leave it for newspaper work, but at the time, it didn't



matter. The important thing was that I was out there on my own. And at 23, oh, how I thrived on it.

I would finish my nine-to-five stint writing unreadable releases about locomotives and then—most likely humming *Little Things Mean a Lot*—start a meandering stroll to my new home atop the hill. I would first stop at Paoli's bar a few blocks away from the office for a drink and a generous sampling of the free hors d'oeuvres served there. An enterprising youth such as I could pop back enough of those appetizers to render any thought of dinner irrelevant.

Properly gorged, I would resume my odyssey, stepping briskly up Kearny Street, the wind and the fog invigorating me. I would smile at the pretty girls who seemed then to be everywhere and nod politely at ordinary passersby. I was glad to be part of this passing parade, and my heart was as full as my stomach. I would turn left on Columbus Avenue, pass in front of Vesuvio's, the forerunner of the beatnik bars that were proliferating in San Francisco's North Beach neighborhood. Then it was up Grant Avenue to the top of the hill and the tiny, underfurnished, overpriced apartment I shared with an old Cal fraternity brother, Bob Vance.

Something wonderful and strange was happening on Grant Avenue then. The beats had arrived, and the street was suddenly alive with poets, musicians and artists. Jazz seemed to issue from every window. Was that Charlie Parker? Of course. And Diz? And the new guy, Miles?

The sounds mingled with the scent of pasta and wine that wafted out of all the little Italian restaurants on the street, holes-in-the-wall where a customer could eat all



he wanted for less than a dollar. Maybe later, when the Paoli's hors d'oeuvres had been finally digested, Vance and I would take a couple of girls to one of these joints for dinner. Who cared how late we stayed?

Late at night, I would fall asleep to the reassuring moans of the foghorns on the bay. Tomorrow, I knew, would be rich with possibility.

It doesn't seem all that long ago. I rather think it never will.

**For his heroics, Rhodes is mobbed by his neighbors in Rock Hill, S.C.**





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Developmental tires were tested in America. In Canada. In Germany, Luxembourg, and in Japan.

And now, the Goodyear Eagle GA Touring Radial is being sent to Japan for fitment as the factory-specified, original equipment tire on the new \$35,000 Lexus LS 400.

The Goodyear Eagle GA Touring Radial bridges the gap between the

aggressive handling, grip and stability of an outright performance radial and the smooth, undisturbed, quiet ride of a quality luxury radial.

What it can offer your car is a quiet, smooth and undisturbed ride over a variety of road surfaces. Plus the ability to handle your car's full performance capabilities.

You can get details of Eagle GA availability for your car from your local Goodyear retailer. (Call

1-800-CAR-1999 for the Goodyear retailer nearest you.)

Every Eagle GA Touring Radial is speed-rated. And it is available in all-season mud and snow versions.

For Lexus, there was no doubt as to the best tire for their \$35,000 flagship: the Goodyear Eagle GA Touring Radial.

It is the tire where luxury meets performance. And both win.



**GOODYEAR**





# 1954

Some things are fixed—TV quiz shows, for instance. Others are broken, like the Brooklyn Dodgers' 65-year string without winning a World Series. The Bums are joined in victory by the Browns, Red Wings and Syracuse Nationals. College champs: Oklahoma in football, San Francisco in basketball.



© WALT DISNEY PRODUCTIONS

◀ The lines form here, folks: Disneyland opens in Anaheim, Calif.

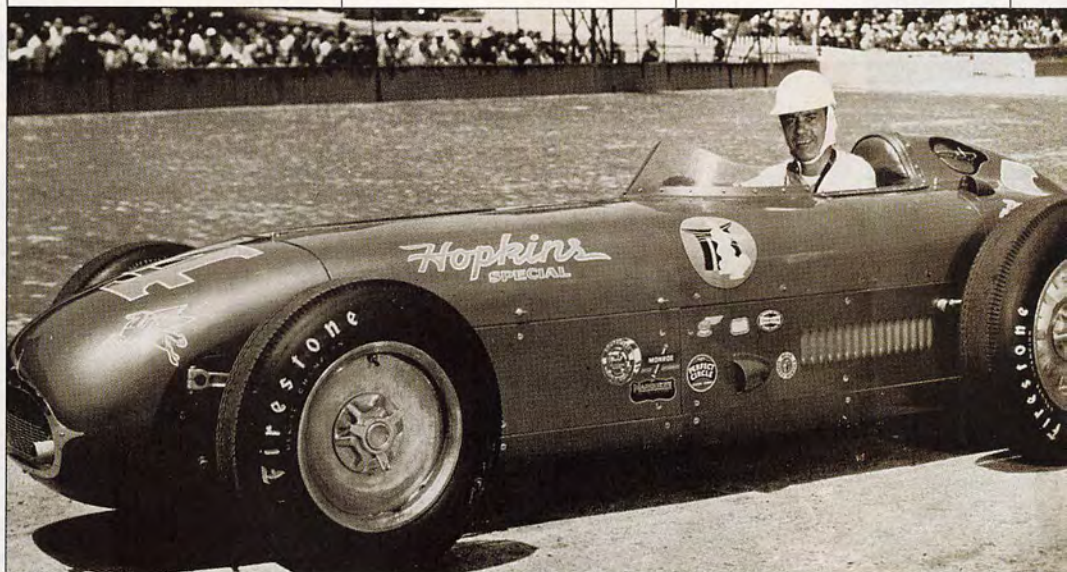
## INCIDENTALLY REFLEX ACTION

Raul (Raton) Macias of Mexico City, undergoing surgery for repair of a broken jaw, began to breathe deeply as the anesthetic was administered. "One," intoned the anesthetist, starting his count, "two, three, four. . . ." All went well until the count reached nine, at which point Macias, the NBA's world bantamweight champion, made desperate efforts to get to his feet.

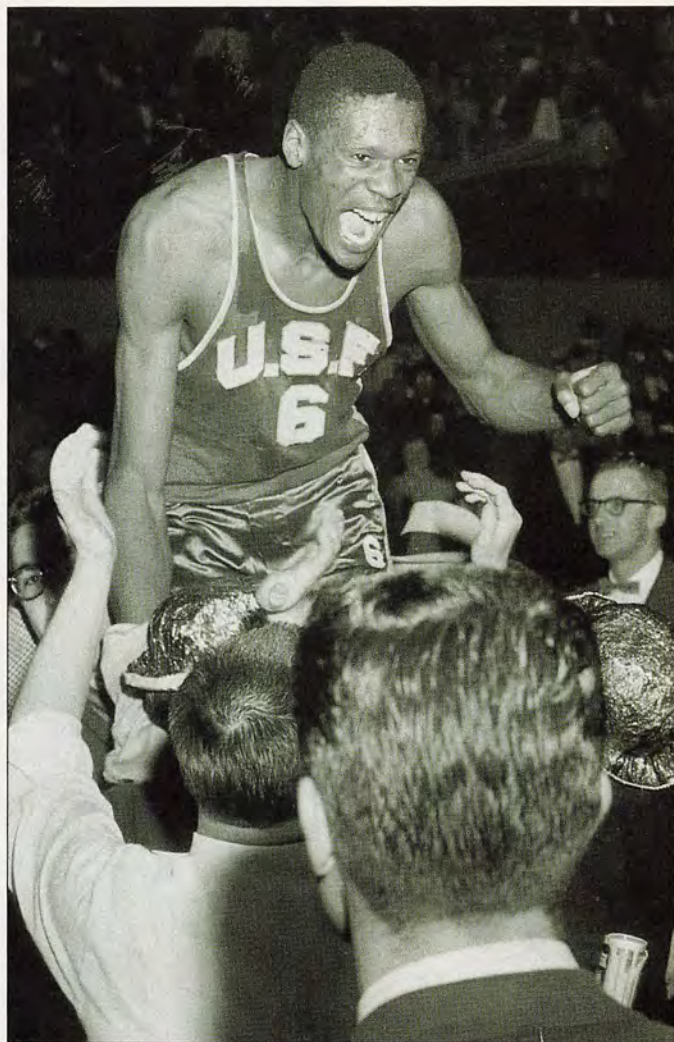
▶ The smart set is donning batting helmets.



▼ Raceway crash: Bill Vuckovich is killed while leading the field at Indy.







▲ Russell exults in the Dons' NCAA title, after which his track career is put on permanent hold.



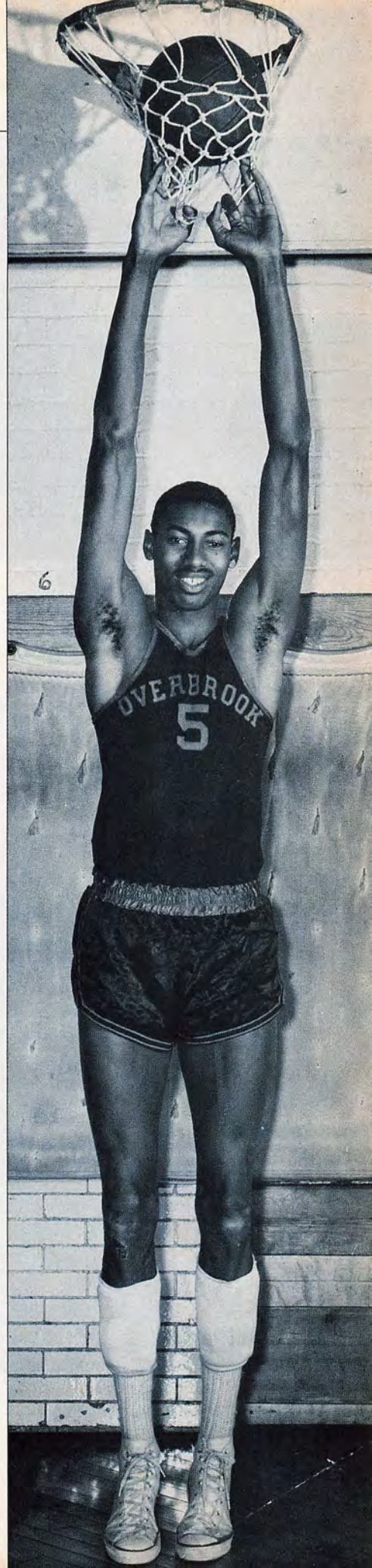
▲ Edwin Moses is a bouncing—and no doubt bounding—baby boy.

## AND INTRODUCING...

**Bill Russell** of San Francisco is 6' 10" and excels on defense. He has averaged 20 rebounds per game, kept the middle closed to San Francisco opponents but drawn very few personal fouls. He has averaged 20 points a game. A natural athlete, Russell shows great promise of being a track star: In his first attempt last summer he high-jumped six feet seven inches. —SI, FEB. 21

► Phog saw his varsity soundly trounced by the KU freshmen 81-71—and yet he was the happiest man in the jam-packed field house. Not that Phog likes to lose, but it was pure pleasure for him to watch the biggest freshman of them all, **Wilton Chamberlain** (7' 2", 230 lbs.), dunk in 42 points all by himself. In 39 years of talking tall young men into coming to Kansas for their higher education, Phog has never recruited a more promising student of basketball than "Wilt the Stilt." —SI, DEC. 12

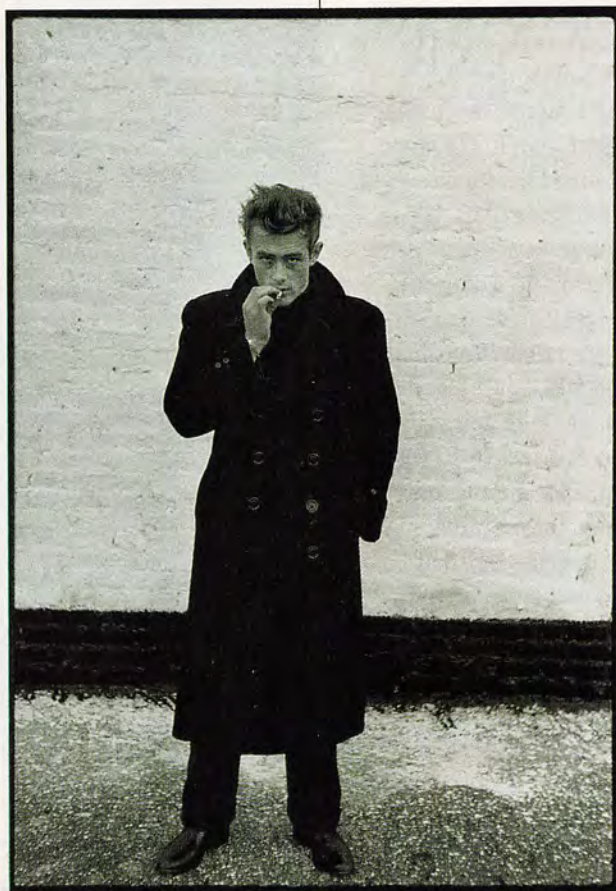
► Wilt begins the year in high school, ends it as a Jayhawk godsend.







▲ Nashua, with Eddie Arcaro in the saddle, streaks to Horse of the Year honors.



▲ Highway crash: James Dean dies at 24.

“  
All you have to  
do is sit  
Molotov down  
between  
Branch Rickey  
and Casey  
Stengel, and in  
four years  
Russia will have  
nothing left  
but Siberia and  
a couple of  
lefthanded  
pitchers.

”  
—CHICAGO WHITE SOX  
GENERAL MANAGER  
FRANK LANE, ON DEALING  
WITH THE SOVIETS



▲ Stan Musial is The Man in the All-Star Game, winning it for the National League with a 12th-inning homer.



■ Jackie Robinson and the Dodgers gave the Yankees fits in the fall classic. (Photograph by Ralph Morse/LIFE)





# ES

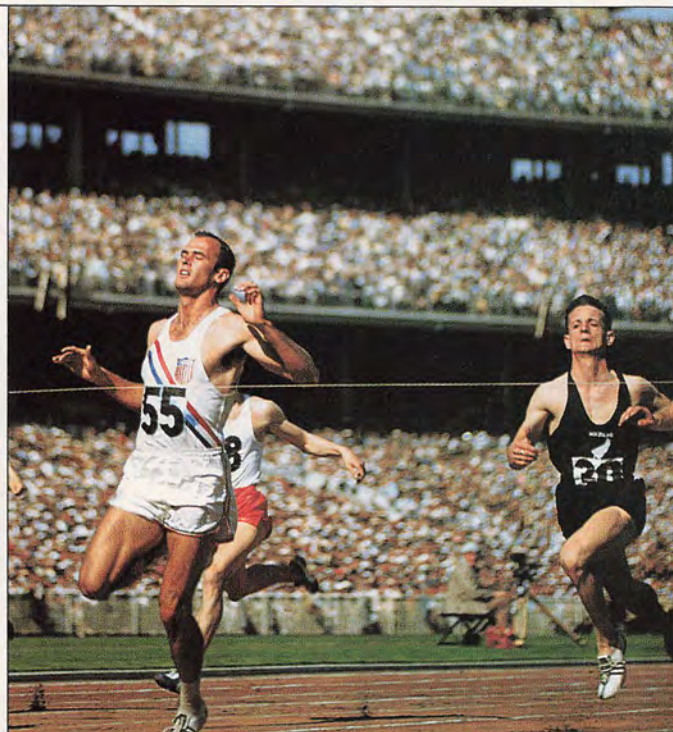
Curtain calls for *My Fair Lady*, squeals for Elvis and tears for Hungary. And so long to Rocky Marciano, a ring champ who actually retires—unbeaten—and never unretires. The Yankees, Canadiens, football Giants and Philadelphia Warriors prevail. San Francisco and Oklahoma repeat as the best in college basketball and football.



▲ A campaign slogan to reckon with.



▲ Get some glasses, ump! Eddie Rimmell becomes the majors' first man in blue to do so. Hey, four-eyes!



▼ Winter wonder: Toni Sailer of Austria, who sweeps the three men's Olympic Alpine events.

▲ Summer sizzler: Bobby Morrow of the U.S. races to victory in the Olympic 100 and 200 meters in Melbourne.



▲ The Babe dies at 42.



## IN SI'S WORDS

### ► PERFECTLY DONE

Larsen went to the ninth. Furillo, the first batter, was greeted by catcher Berra. "This guy's got good stuff, huh?" grunted Yogi. Furillo looked at him. "Yeah, not bad," he sniffed drily, and flied out. Campanella grounded to Martin. One out to go. Dale Mitchell was up. The first pitch was a ball, the second a called strike, the third a swing and a miss for strike two. One strike to go. Larsen turned his back to the plate, took off his hat and rubbed his brow, picked up his resin bag, rubbed his hand on his thigh. He pitched—and it was fouled back. He threw again, Mitchell half swung, held up—and it was called strike three, the impossible: a perfect game! Berra ran out and leaped into Larsen's arms like a small boy greeting his father.

—ROBERT CREAMER





# 1956

► Arcaro again, this time aboard the brilliant 2-year-old Bold Ruler, winner of seven of his 10 races. (Photograph by Richard Meek)



▲ Golden Girl: A real-life prince for Hollywood's Grace Kelly.



▲ Golden Boy: The Heisman for Paul Hornung of 2-8 Notre Dame.









# 1957

In historic firsts, the U.S.S.R. sends Sputnik into space, and blacks attend Central High in Little Rock. Another breakthrough comes when Hank Aaron leads Milwaukee to its first and only World Series win. The Lions, Celtics and Canadiens win too. Ditto North Carolina's basketball team, a triple-OT winner over Kansas in the NCAA final, and in football, Ohio State and Auburn share No. 1.



▲ It's something new called the Frisbee.

▼ Hammerin' Hank pounds out 44 homers and 132 RBIs for the champion Braves.



▲ Larry Joe Bird is nine months old.



## INCIDENTALLY DUTY FULFILLED

After deep thought, the Buddhist monks of Mount Koya, whose templed mountaintop south of Osaka has long been a shrine for Japanese pilgrims, have now carved out a baseball diamond and ordered bats, balls and uniforms for themselves. "The priestly duty has always made it imperative for us to understand what is uppermost in the secular minds," explained one of Mount Koya's elders. "Baseball is uppermost."

## FACE IN THE CROWD



### Jack Nicklaus

Jack, husky 17-year-old homebred, made up two-stroke deficit soon after start of final round but had to hang on grimly in face of determined challenge by John Konsek to win (294-296) international Jaycee junior golf title at Columbus.



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FIVE-SPEED TRANSMISSION HALOGEN HEADLAMPS TINTED GLASS STEEL-BELTED RADIALS KNIT UPHOLSTERY DOUBLE-WALL CARGO BED DUAL OUTSIDE SPORT MIRRORS FLOOR MAT DAY/NIGHT REAR VIEW MIRROR LOW FUEL WARNING LAMP DOOR VENT WINDOWS	STANDARD STANDARD STANDARD STANDARD STANDARD STANDARD STANDARD STANDARD STANDARD STANDARD
TOTAL \$7548	

EPA estimated CITY MPG <b>22</b>	Gas Mileage Information	EPA estimated HIGHWAY MPG <b>24</b>
<small>*Use estimated EPA figures for comparison. Your mileage may vary due to speed, weather, trip length and road conditions. Actual highway mileage will probably be less.</small>		

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◀ **A salary milestone:**  
**Ted Williams is base-**  
**ball's first century man.**



# 58

We watch *Leave It to Beaver*, listen to the Kingston Trio and hear about a rebel named Castro at large in Cuba. Willie Shoemaker begins a seven-year run as the top money-winning jock. Football victors, the Colts and LSU; basketball, St. Louis and Kentucky; baseball, the Yankees; hockey, the Canadiens.



▲ Roy Campanella is paralyzed in a car crash.



▲ A stamp will now cost you four cents.

## IN SI'S WORDS

### ▲ ONE GREAT GAME

The Colts took over on their own 20. Unitas, mixing runs and passes carefully and throwing the ball wonderfully true under the pressure, moved them downfield surely. The big maneuver sent Ameche up the middle on a trap play that brought him through the overanxious Giant line for 23 yards to the Giant 20. From there Unitas threw to the ubiquitous Berry for a first down on the New York eight, and three plays later Baltimore scored to end the game. Just before the touchdown a deliriously happy Baltimore football fan raced onto the field during a timeout and sailed 80 yards, bound

### ▲ It's over! Alan Ameche scores from the one in OT.

for the Baltimore huddle, before the police secondary intercepted him and hauled him to the sideline. He was grinning with idiot glee, and the whole city of Baltimore sympathized with him. One Baltimore fan, listening on his auto radio, ran into a telephone pole when Myhra kicked the tying field goal, and 30,000 others waited to greet the returning heroes.

Berry, a thin, tired-looking youngster still dazed with the victory, seemed to speak for the team and for fans everywhere after the game.

"It's the greatest thing that ever happened," he said.

—TEX MAULE

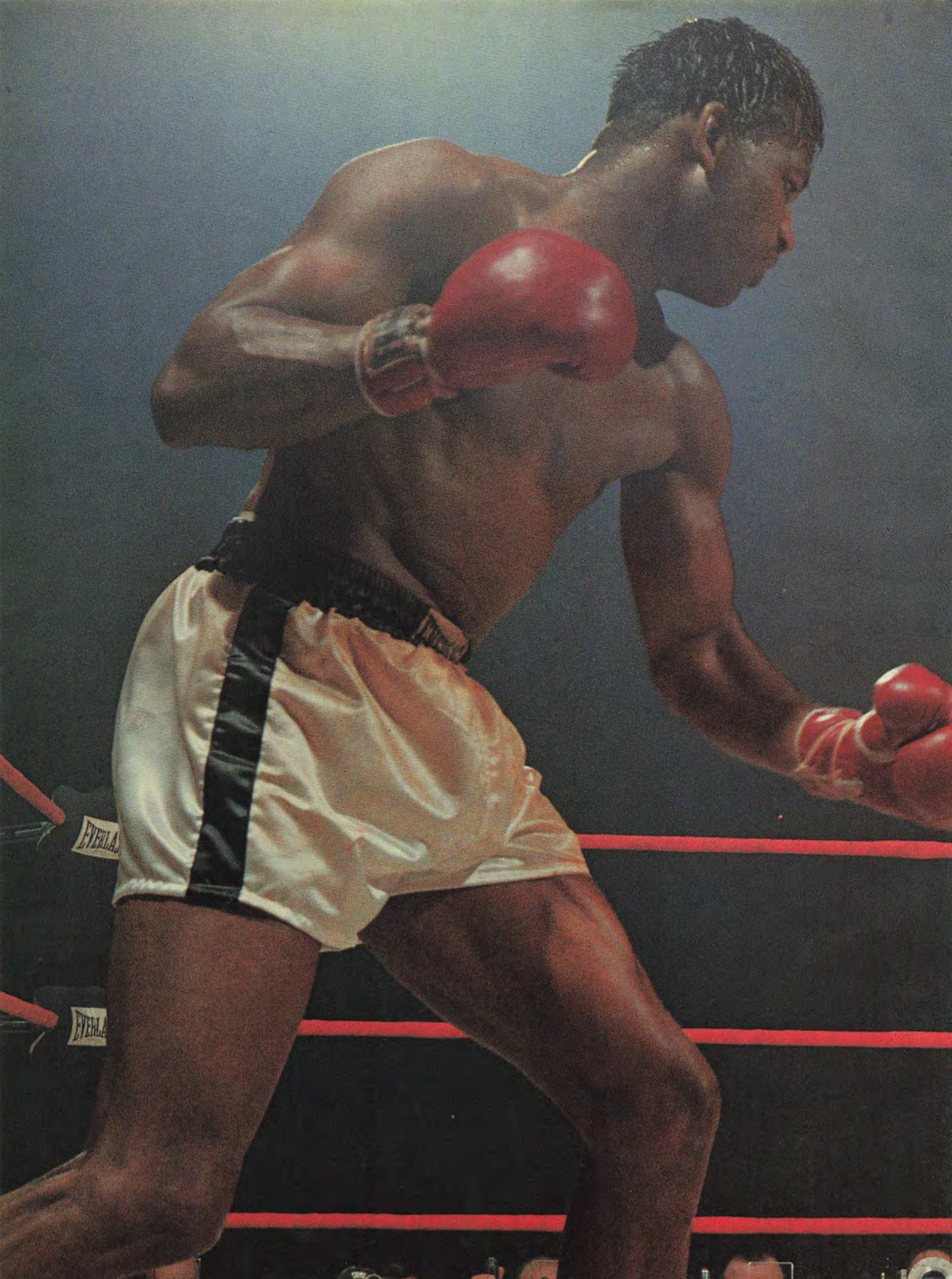


An aerial photograph of a golf course. The central feature is a large, irregularly shaped green area that perfectly mimics the silhouette of an Absolut Vodka bottle. This 'bottle green' is surrounded by a dense forest of trees. Within the bottle-shaped green, there are three distinct sand traps: one at the top (neck), one in the middle (body), and one at the bottom (base). A golf flag is visible in the bottom-most sand trap. The overall scene is captured from a high angle, showing the texture of the grass and the shadows of the trees.

# ABSOLUT 19<sup>TH</sup>

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PRODUCT OF SWEDEN. 40 AND 50% ALC/VOL (80 AND 100 PROOF). 100% GRAIN NEUTRAL SPIRITS. © 1989 CARILLON IMPORTERS, LTD., TEANECK, NJ.







◀ **Carmen Basilio is pummeled by Sugar Ray Robinson, the middle-weight champ a record fifth time. (Photograph by George Silk/LIFE)**

## FACE IN THE CROWD



### **Bobby Fischer**

Bobby, a 14-year-old from Brooklyn who has become as skillful at endgame play as in midgame strategy, held international grand master Samuel Reshevsky to a draw, went on to add U.S. chess title to national open, in New York.

▼ **Bob Pettit pours in 50 as St. Louis nips Boston in the deciding game of the NBA championship.**



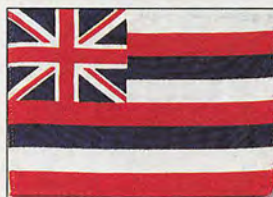


# 95

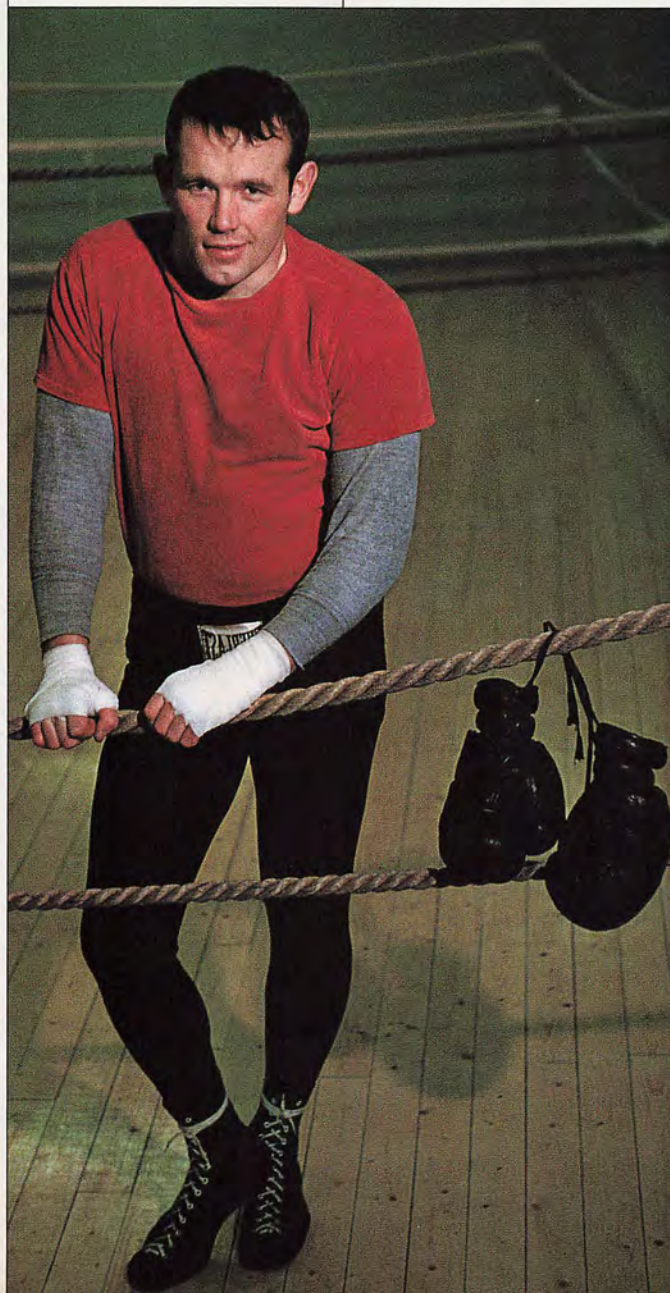


▲ Jacques Plante's mask changes the face of NHL goalies.

▼ State flags: Alaska and Hawaii, Nos. 49 and 50, join the union.



The Hula Hoop is all the rage, and, no, it did not originate in Hawaii, our newest state. In other hoop news, West Virginia's Jerry West and the St. Louis Hawks' Bob Pettit are the top scorers, Cal and the Celtics the top teams. Other champions: the Dodgers, Colts, Canadiens, Ernie Davis's Syracuse Orangemen. And Khrushchev and Nixon battle to a draw in the kitchen debate.



## IN SI'S WORDS SUMMIT MEETING

What the duel proved, chiefly, is that against Russell, Chamberlain cannot get away with the few simple offensive moves he has found so effective against lesser men. Every time he tried to use his chief weapon, a fallaway jump shot, Russell went up with him; Russell's large hand flicked away at his vision, slapped at the ball, once blocked it outright—a shocking experience for Wilt Chamberlain. . . .

Chamberlain hit exactly four baskets; the rest of his 30 points were made on tip-ins and a few dunk shots. . . . Driven to extreme measures by Russell's tenacity, he tried more hook shots than he had in all his previous games—which is just what Russell wanted him to do, because the hook is a difficult and unnatural maneuver. . . .

—JEREMIAH TAX

◀ Ingemar Johansson, who KO's Floyd Patterson, is the first non-American heavyweight champion in 25 years.





## Now if you want long distance without the pitfalls, you may have to ask for it.

These days, if you don't know your way around public phones, you may hit some rough spots. Because some public phones don't automatically connect you to AT&T.

Which means you might have to do without 24-hour operators who are able to resolve problems virtually anywhere in the world. Fortunately, there's an easy way to get the helpful AT&T Long Distance Service you've always counted on.

If you don't see the AT&T name on or near the phone you're using, listen for a voice that says "AT&T" after you dial. If you don't hear it, you probably haven't reached AT&T.

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The right choice.





▲ Billiards ace Willie Hoppe, who won his first world title when he was just 18, dies at 71.



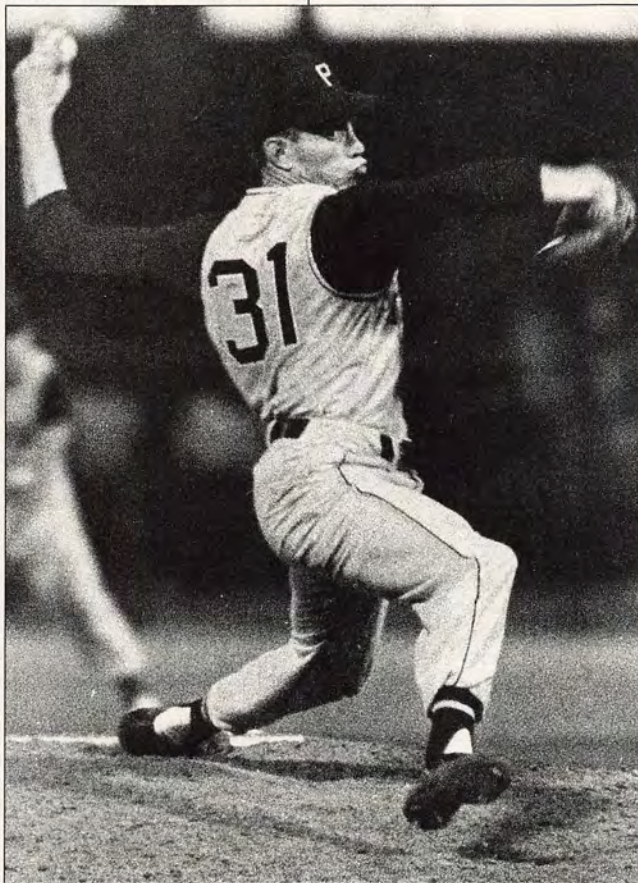
► The Lincoln Memorial is in, wheat out, on the penny.

## FASHION PLATE



▲ Sugar Ray Robinson

▼ Harvey Haddix hurls 12 perfect innings, loses.



“

We definitely will be improved this year. Last year we lost 10 games. This year we only scheduled nine.

”

—RAY JENKINS, MONTANA STATE FOOTBALL COACH





# Announcing Grand Prix Sport Sedan. Four Doors That Will Light Your Fire All Over Again.

This new sport sedan has the road car credentials that have made Grand Prix™ a hot commodity on every highway in America for nearly 30 years. As evidence, we submit a 16-valve 2.3L Quad 4® engine, or optional 3.1L V6 with 4-speed automatic. There are also 4-wheel power disc brakes with an optional anti-lock brake system. Other options include sunroof, cast aluminum Sport wheels and a Sport Appearance Package with special grille, fog lamps, red-accented body side moldings and more. Inside, there's a comfortably contoured 40/60 split front seat and a roomy bench in back. Analog instruments are the focal point of Grand Prix Sedan's ergonomic cockpit, and a performance-contoured steering wheel is the touchstone for driving Excitement in the Pontiac tradition. As if the Grand Prix marque wasn't proof enough.



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# It's Easy Getting Back to Nature When You've Never Left.

**OSHKOSH**  
**B'GOSH®**  
THE GENUINE ARTICLE

It seems the more you progress in "civilized" society, the harder it is to listen to your natural instincts.

That's why OshKosh created clothes that not only recognize your instincts, but also let you follow them.

Rugged clothing made with fibers and fabrics as honest as nature herself.

Clothing that is, above all, comfortable and pleasing to the eye.

Like yarn-dyed flannel shirts. Colorful, comfortable rugby jerseys.

Pre-washed cotton twill pants. Lightweight

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So celebrate your natural instincts in OshKosh® sportswear. Wherever they take you.

Just because you live in civilized society doesn't mean your soul has to.

A portion of each OshKosh® men's sportswear purchase will be donated to a fund benefiting our nation's wilderness and wildlife.

**SEARS**  
Your money's worth  
and a whole lot more.



# 68



▲ The logo of the Boston Patriots, one of the new American Football League's eight teams.



▲ Jake LaMotta tells a Senate panel that he threw a fight in 1947.

Worry, worry. Is doing the Twist bad for the back? Will the Pill promote promiscuity? Is it safe to shower? (Surely you saw *Psycho*.) And how do you pitch Maz? The Yankees blow that one, and the Pirates win the Series. The Eagles, Celtics, Canadiens, Ohio State (basketball) and Minnesota (football) win, too. For them, no worry.

▼ Good wood: The Splendid Splinter hits a home run in his final at bat.



▲ Arnold Palmer adds the U.S. Open to his Masters title.





► U.S. sprinter Wilma Rudolph wins three gold medals at the Summer Olympics in Rome.

“

There won't  
be much  
of a delay.  
We only have  
to change  
one spark plug  
and 42  
sweatshirts.

”

—DON DRYSDALE,  
DODGER PITCHER,  
AFTER THE TEAM'S  
PLANE MADE  
AN EMERGENCY LANDING







AMERICAN

P RP

1 2 3 4

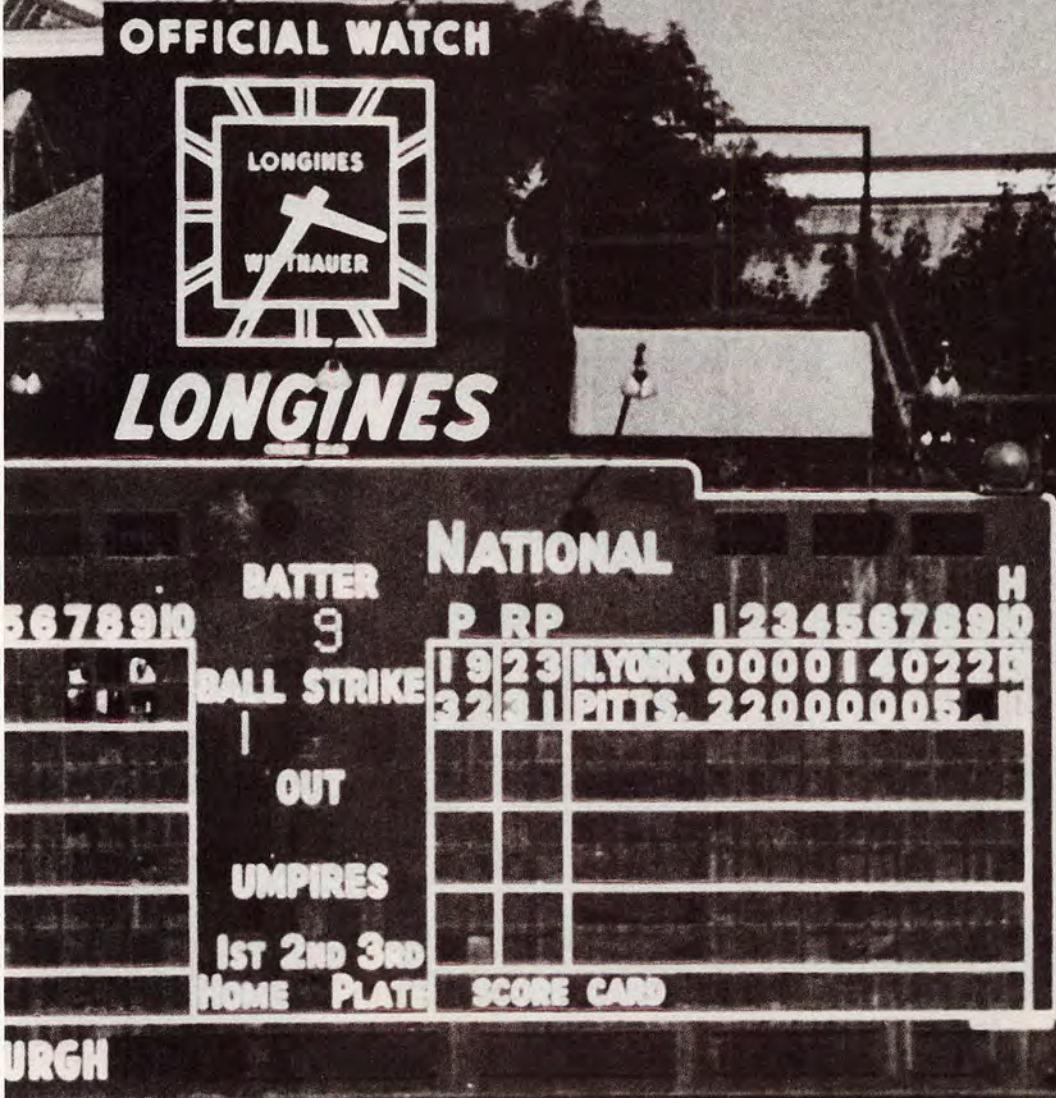

SCORE CARD

NEXT GAME  
HERE

PITTSB



◀ A circuit clout for the ages. Bill Mazeroski's seventh-game, ninth-inning, World Series-winning, Yankee-beating homer provides high drama at Forbes Field. (Photograph by Marvin E. Newman)



## AND INTRODUCING...

**Cassius Clay**, the best American prospect for a gold medal, likes to display supreme confidence by doing intricate dance steps between passages of boxing.

—SI, AUG. 29



▲ The First Couple-Elect.



# 1961

Up goes the Berlin Wall. Down go the Bay of Pigs invaders. Around goes Yuri Gagarin. On top are the Blackhawks, Celtics, Packers and the potent Yankees, whom some compare favorably to the '27 Bombers. The Bearcats (Cincinnati, a year after Oscar Robertson) and the Bear (Alabama) also win titles.



▲ Above, one of Elgin Baylor's many moves for the Minneapolis Lakers. Another: He and the team have bolted for L.A.

▼ A.J. Foyt wins the Indy 500, a feat he will repeat in '64, '67 and '77.



▲ Gary Player becomes the first non-American to win the Masters.

▼ Paul Newman and Jackie Gleason pool their cinematic talents in "The Hustler."



“  
He got tired  
of his  
dad writing  
him  
for money.  
”

—BEANO COOK, PITT SPORTS PUBLICITY DIRECTOR, EXPLAINING WHY A STAR BASKETBALL PLAYER DROPPED OUT OF SCHOOL



Questions to ask yourself about business insurance:

"Why worry about  
your insurance company's  
finances?"

They're big.  
What can happen?"

Even big insurance companies can get into financial trouble these days. This can affect your business, leaving you with unpaid claims, or without protection.

That's why independent agents compare the financial strength of the insurance companies they represent. Financially strong companies can offer their clients the long-term security they need.

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◀ Roger Maris admires his Bambino-tying 60th home run. Number 61 will follow, allowing Maris to finish seven up on Yankee M & M partner Mickey Mantle. (Photograph by Herb Scharfman/LIFE)

## INCIDENTALLY

### FINAL ULTIMATUM

A 61-year-old pensioner, outraged because University of Miami football games were not broadcast, said he had planned to leave his body to the university's medical school. "But," he added, "if that's the way they do things, I'm going to leave it to Duke instead."



▲ Ray Kroc negotiates to buy the name McDonald's for his budding hamburger chain.





**16 Milt Plum**  
CLEVELAND BROWNS

**22 Bobby Layne**  
PITTSBURGH STEELERS

**14 Sam Etcheverry**  
ST. LOUIS CARDINALS

**9 Bill Wade**  
CHICAGO BEARS

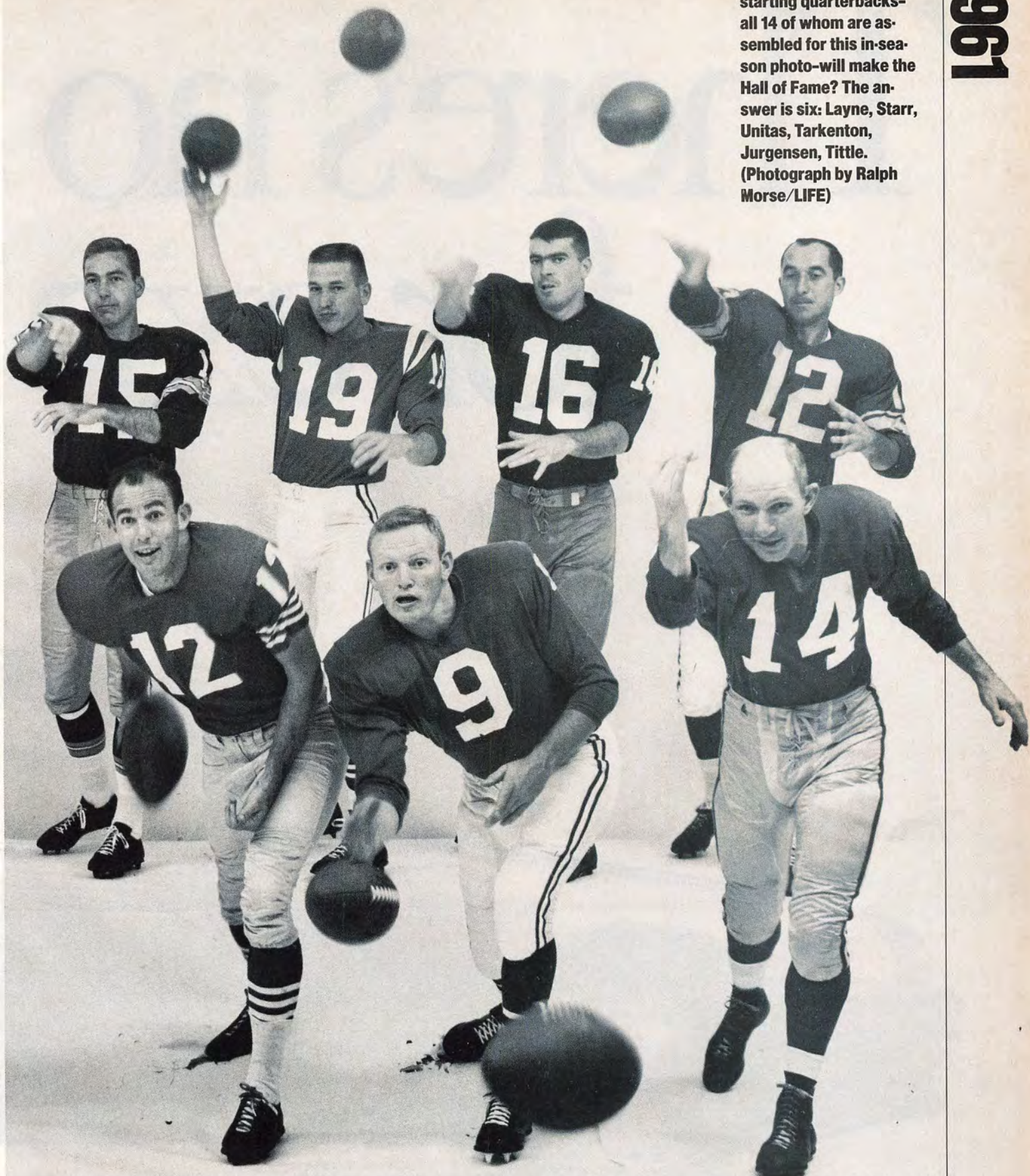
**15 Jim Ninowski**  
DETROIT LIONS

**10 Fran Tarkenton**  
MINNESOTA VIKINGS

**17 Don Meredith**  
DALLAS COWBOYS



How many of the NFL's starting quarterbacks—all 14 of whom are assembled for this in-season photo—will make the Hall of Fame? The answer is six: Layne, Starr, Unitas, Tarkenton, Jurgensen, Tittle. (Photograph by Ralph Morse/LIFE)



**15 Bart Starr**  
GREEN BAY PACKERS

**19 Johnny Unitas**  
BALTIMORE COLTS

**16 Norm Snead**  
WASHINGTON REDSKINS

**12 Zeke Bratkowski**  
LOS ANGELES RAMS

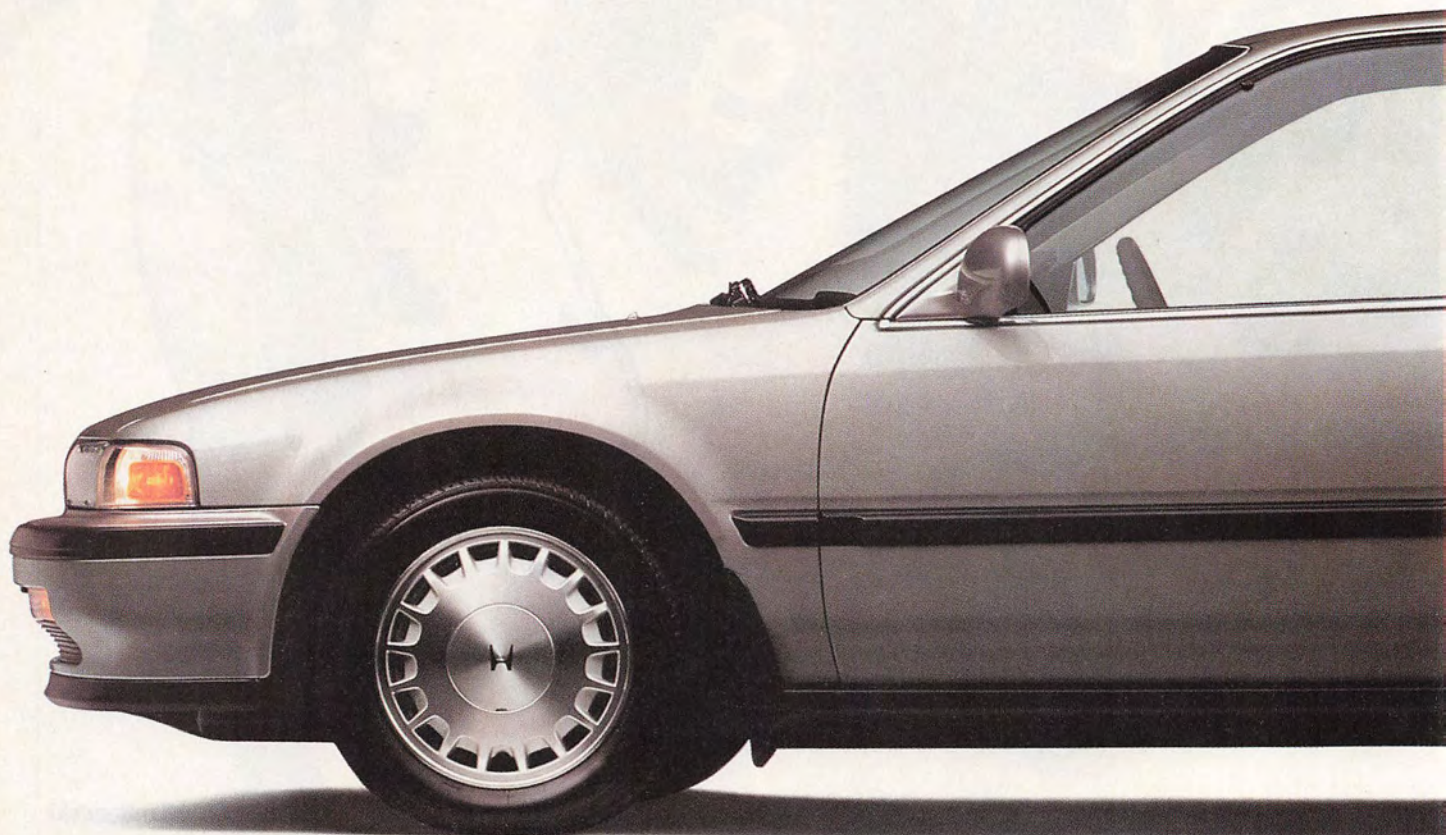
**12 John Brodie**  
SAN FRANCISCO 49ERS

**9 Sonny Jurgensen**  
PHILADELPHIA EAGLES

**14 Y.A. Tittle**  
NEW YORK GIANTS

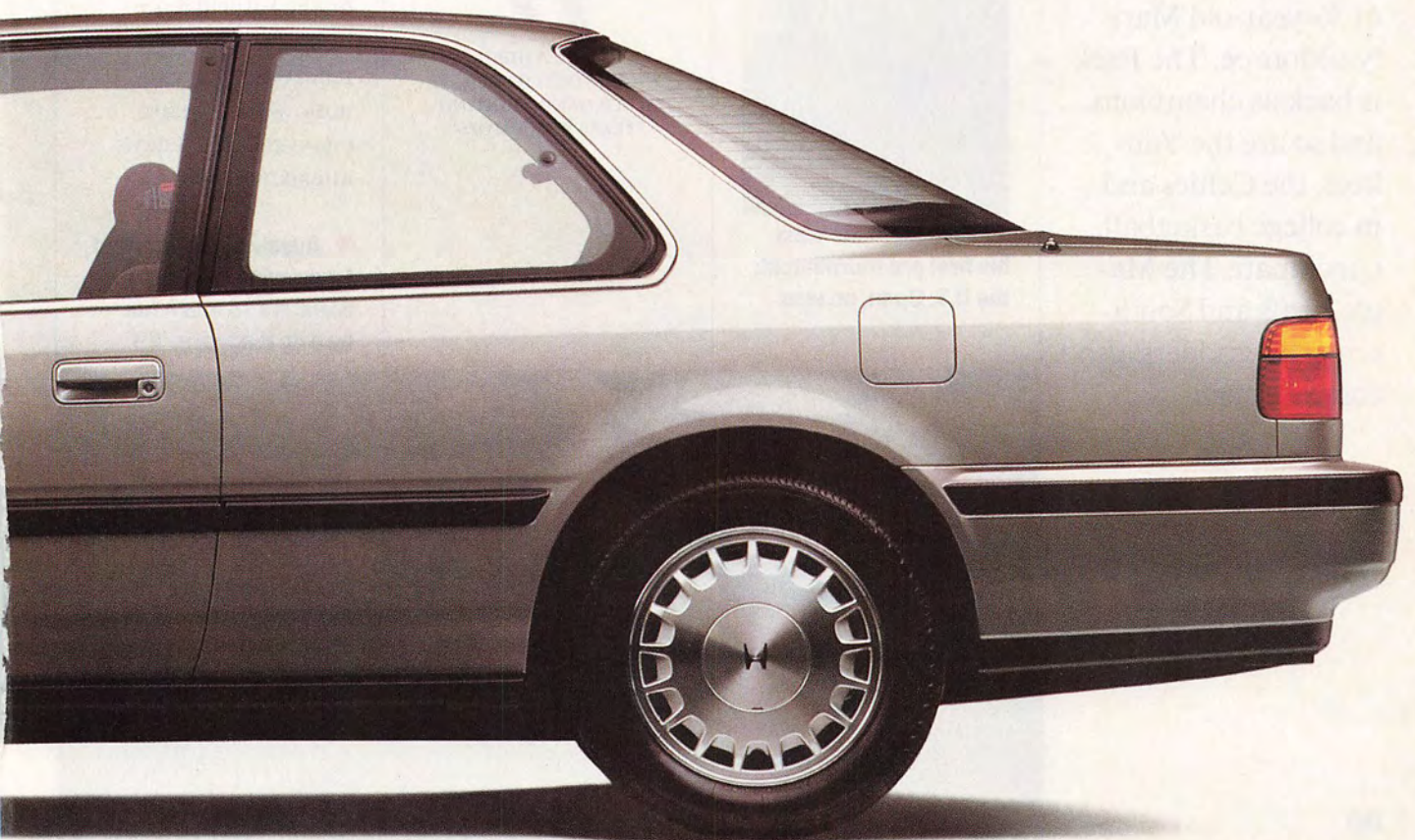


There's no  
for exp





# substitute erience.



The new Accord Coupe. You have to drive it to believe it. **HONDA**



# 1969

Heeeee-ere's Johnny! And here, alas, is the Cuban missile crisis. And the death of 36-year-old Marilyn Monroe. The Pack is back as champions, and so are the Yankees, the Celtics and, in college basketball, Cincinnati. The Maple Leafs and Southern Cal's gridders also come through.



◀ Bandage sales get a boost with the arrival of the pull-tab can.



▲ Jack Nicklaus wins his first pro tournament: the U.S. Open, no less.

“  
Houston is the only city in the country where women wear insect repellent instead of perfume.  
”

—RICHIE ASHBURN,  
METS OUTFIELDER,  
AFTER HAND-FIGHTING  
TEXAS MOSQUITOES

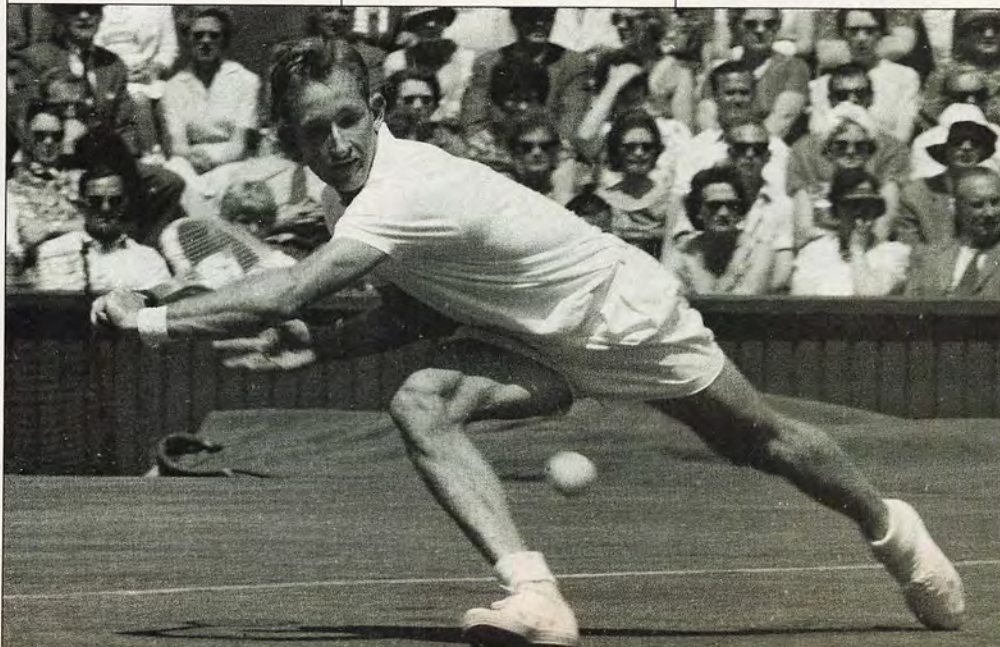


▲ Insomniacs take note: Johnny Carson debuts on "The Tonight Show."

## INCIDENTALLY IT PAYS TO ADVERTISE

There were 7,000 fans at the ballpark in Portland, Ore., on the opening night of the baseball season. On a billboard on the leftfield fence was a short message. It read: WHY AREN'T YOU HOME WATCHING KATU, CHANNEL 2? Next day's attendance: 700.

▼ Aussie southpaw Rod Laver wins the Grand Slam. It's so much fun he'll do it again in '69.





40

50

40



It's not whether you win or lose,  
it's what you drink after the game that counts.



# SEAGRAM'S 7 AND 4 ON THE FLOOR



© 1989 Joseph E. Seagram & Sons, N.Y., N.Y. American Whiskey, A blend, 40% Alc. by vol. (80 proof).

Seagram's Seven Crown



America's Good Time Spirit.



## AND INTRODUCING...

**George Steinbrenner**, who in signing Jerry Lucas achieved a coup that surprised the NBA, the sports world and even himself, is a round-faced, fast-paced 31-year-old Cleveland businessman. A graduate of Williams, he . . . is now vice-president of the family-owned Great Lakes Steamship Company [and] president of the Cleveland Pipers basketball team. . . . His hiring and firing of players and coaches got him condemned by the Cleveland press last season . . . but he points out that the team was a winner, as forecast. —SI, MAY 21

"He's 15 years old and has a 90% academic average," droned Manhattan basketball coach Ken Norton to a meeting of fellow coaches in Chicago the other day. "He is extremely well coordinated and, at the same age, is better than Wilt Chamberlain. He attends Power Memorial high school [in New York City]. I know we won't get him, so I'm letting all you other coaches in on it."

Thus did Norton introduce to the fraternity a bright young 7-footer named . . . **Lew Alcindor**. —SI, DEC. 10

▶ **John Glenn** orbits the earth.



1962



▼ **Marv Throneberry's** expansion Mets overreach, drop 120 games.

▲ **The fans wuz robbed!** Sonny Liston KOs Floyd Patterson in Round 1.

“  
O.K., now,  
everyone  
inhale and ...  
dehale.”

”

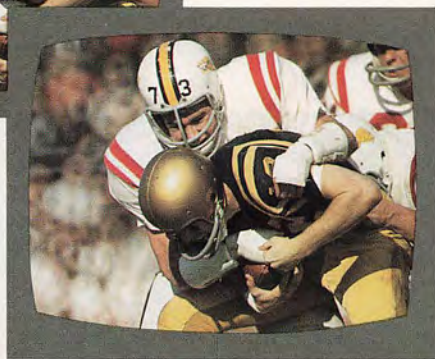
—MAURY WILLS, DODGER SHORTSTOP, LEADING THE TEAM THROUGH CALISTHENICS



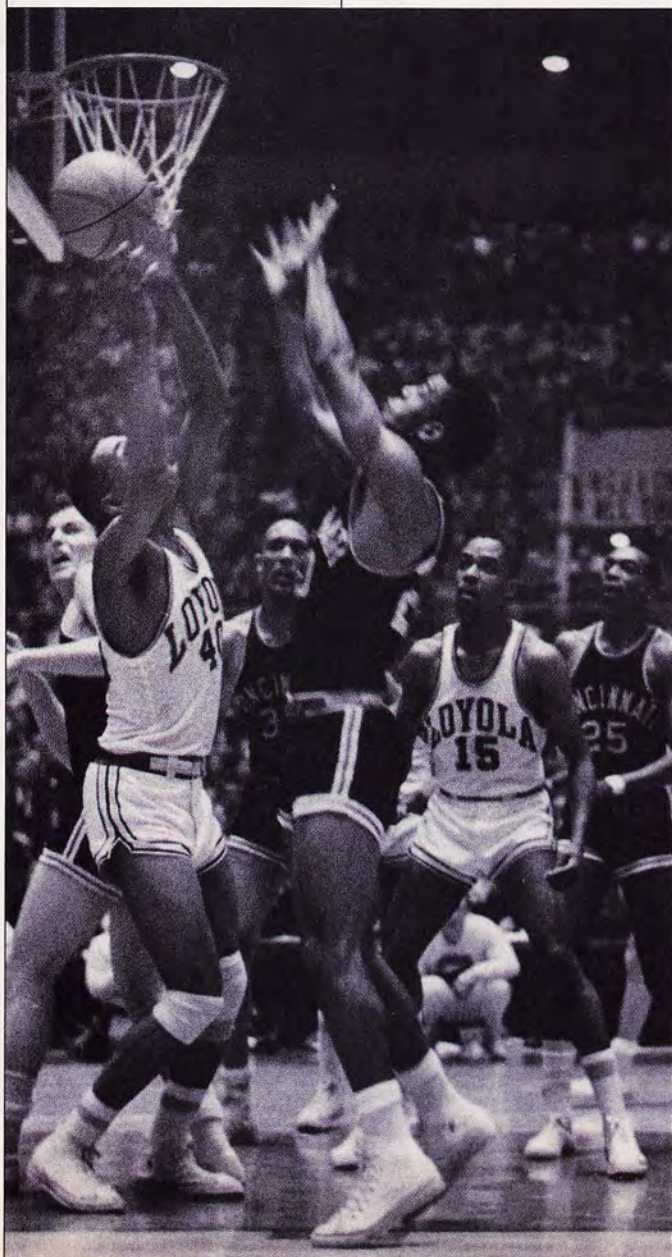


# 93

A nation grieves and a little boy salutes after a young president is slain in Dallas. A Washington throng—and generations to come—share Martin Luther King's dream. On the playing fields, the laurels go to Sandy Koufax's Dodgers, who sweep the Yankees, as well as to the Celtics, the Maple Leafs and the Bears, and Loyola of Chicago in basketball and Texas on the gridiron.



▲ CBS introduces instant replay. CBS introduces instant replay.



▲ John-John pays his respects.

“  
When you win, you eat better, sleep better and your beer tastes better. And your wife looks like Gina Lollobrigida.  
”

—JOHNNY PESKY, BOSTON RED SOX MANAGER

◀ For the first time, the majority of the players in the NCAA title game are black: four on Loyola, three on Cincinnati.



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100% Cotton

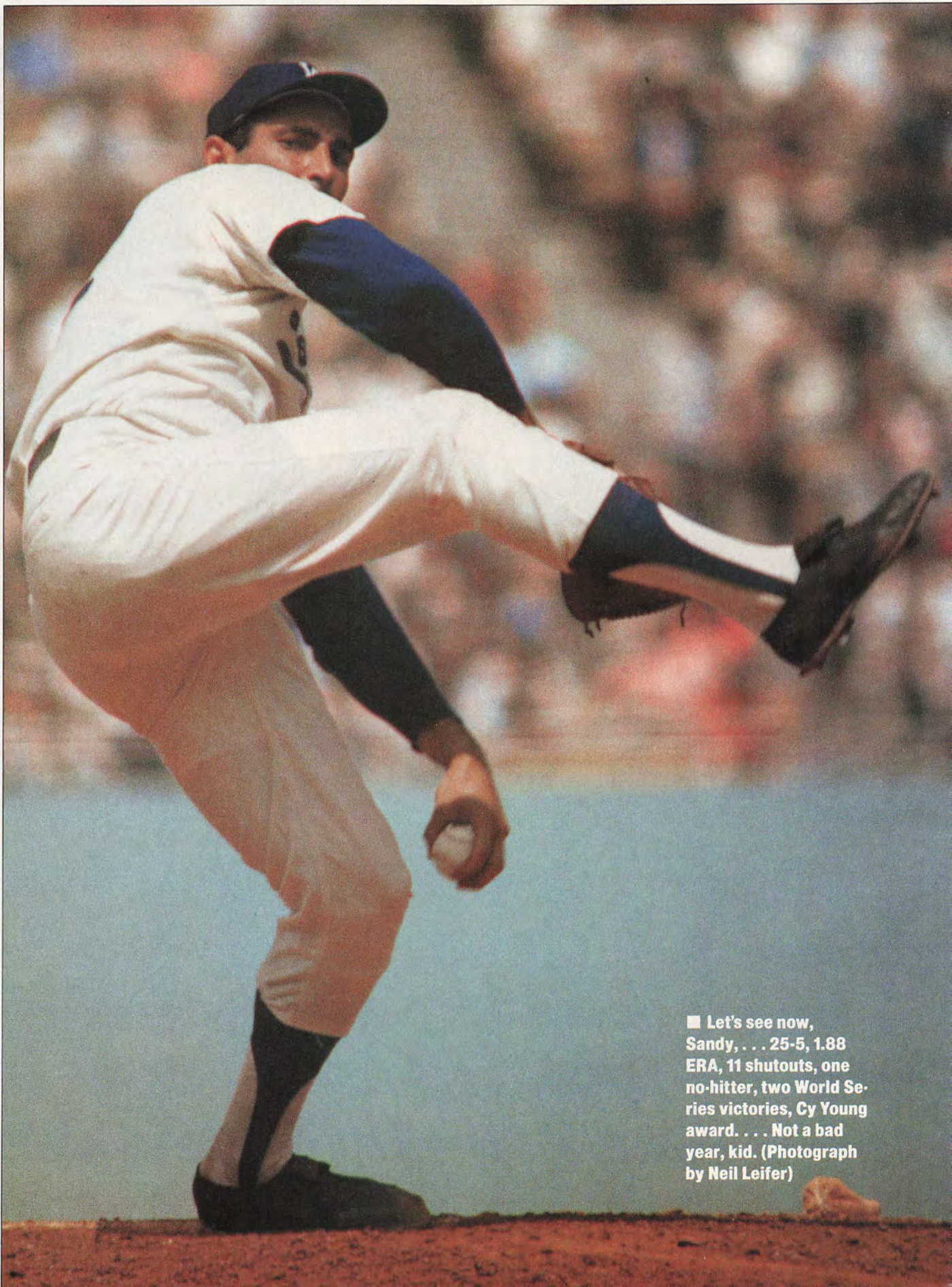


# We fit America





1963



■ Let's see now, Sandy, . . . 25-5, 1.88 ERA, 11 shutouts, one no-hitter, two World Series victories, Cy Young award. . . . Not a bad year, kid. (Photograph by Neil Leifer)





▲ Kodak's new Instamatic will revolutionize vacations.

## INCIDENTALLY TOUCHDOWN, NBC

NBC announced last week that it has canceled plans to televise the annual Blue-Gray football game in Montgomery, Ala., because Negroes will not be allowed to play.

—SI, Nov. 18

▼ Navy quarterback Roger Staubach wins the Heisman, but the pros will have to wait. First, it's anchors aweigh.



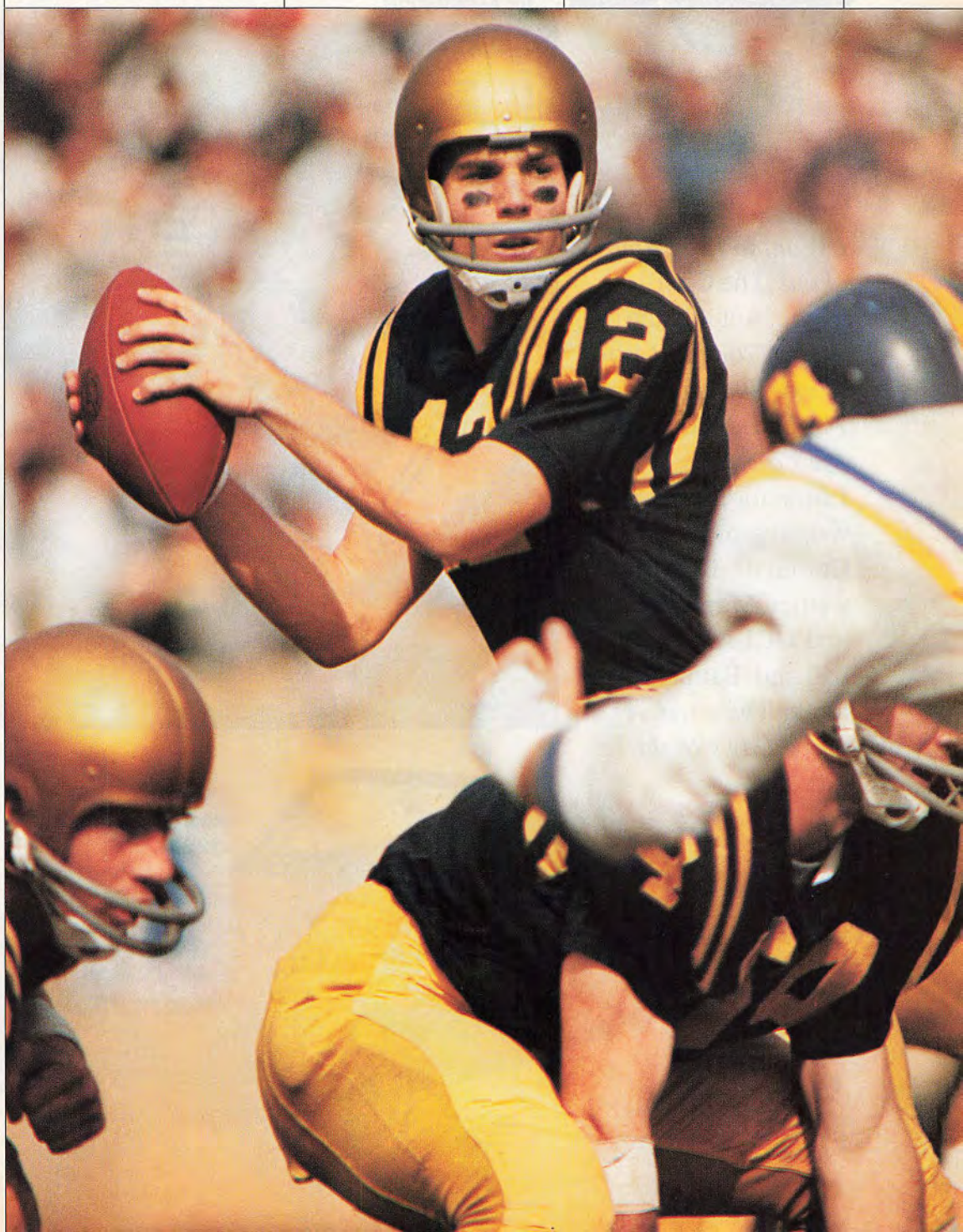
▲ Bo knows nightlife: Bo Belinsky (with fiancée Mamie Van Doren).

“  
There's  
too much  
singing.  
”

—SONNY LISTON,  
WALKING OUT ON A  
PERFORMANCE OF  
THE MUSICAL  
“FLOWER DRUM SONG”



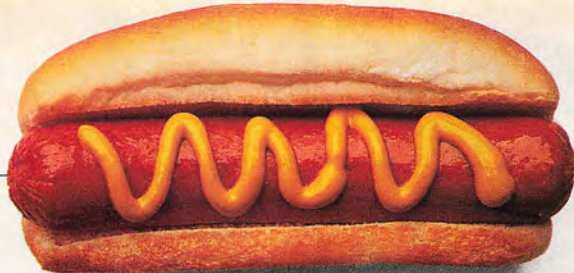
▲ After 3,630 hits, a Cardinal calls it quits.





# 1967

*I Want to Hold Your Hand.* The Civil Rights Act and the Gulf of Tonkin Resolution. *She Loves You.* Zip Codes. *Can't Buy Me Love.* Clay beats Liston for the heavyweight crown. The Cardinals, Browns, Celtics, Maple Leafs and UCLA in basketball and 'Bama in football win, too. *A Hard Day's Night.*



▲ Price of a ballpark hot dog: 35¢.

## INCIDENTALLY GOOD QUESTION

Told that Casey Stengel's boys had scored 19 runs (Mets 19, Cubs 1), a caller to a newspaper asked, "Did they win?"

▼ Jim Brown becomes the first NFLer to rush for 10,000 yards.



▲ Ken Venturi's 278 wins a scorcher (97° the final day) of a U.S. Open.

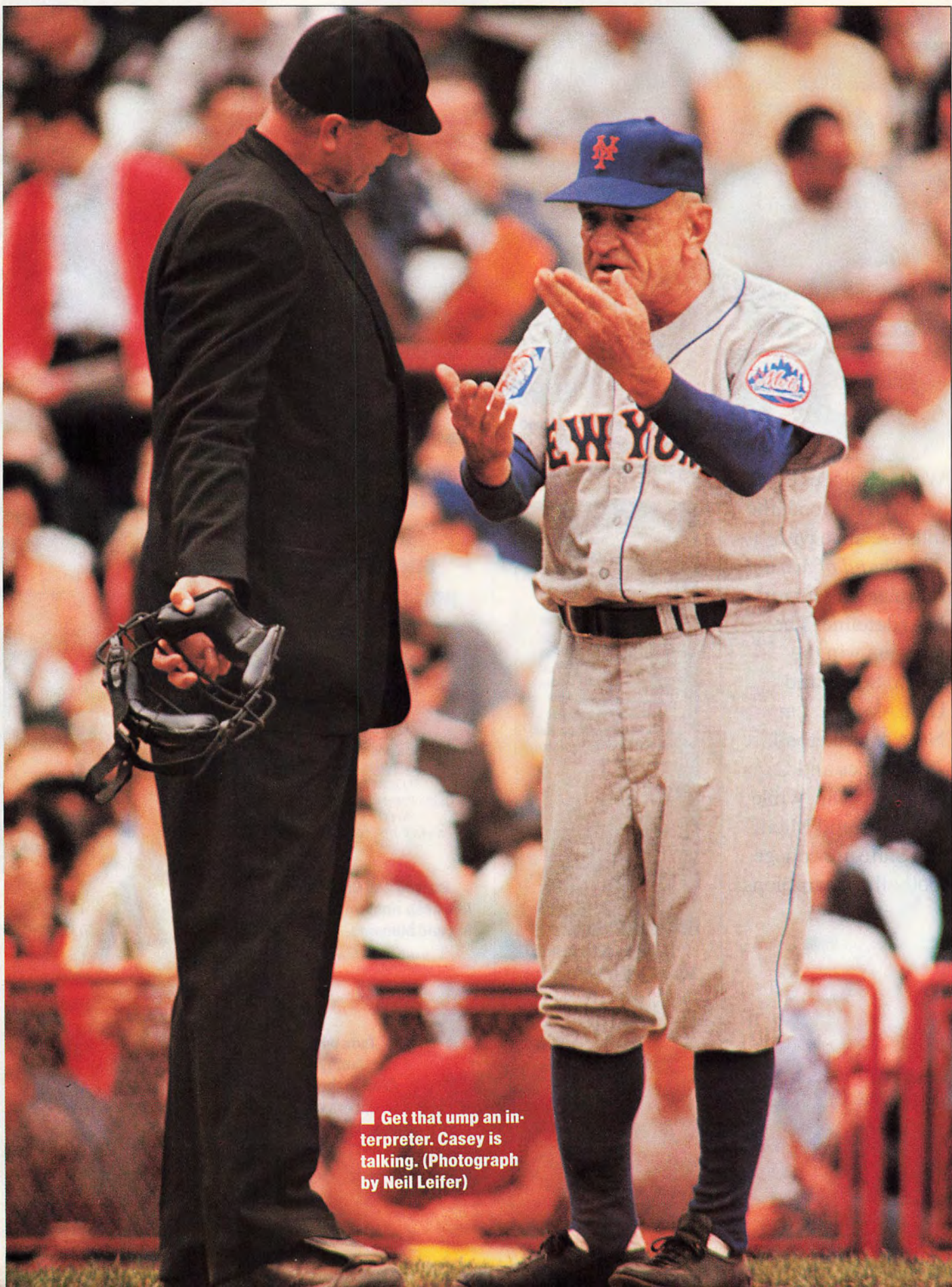
“  
I had such a good year. I didn't want to forget it.  
”

—DICK STUART, BOSTON RED SOX SLUGGER, EXPLAINING TO A COP WHY HIS CAR STILL HAD 1963 PLATES

▼ Price of Ford's sporty new Mustang: \$2,368.



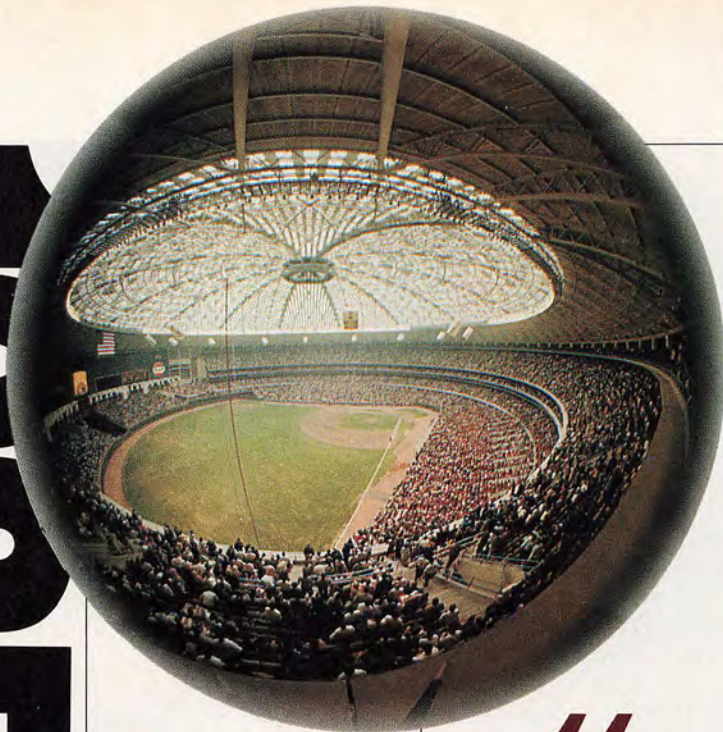




■ Get that ump an interpreter. Casey is talking. (Photograph by Neil Leifer)



# 65



▲ Houston's Astrodome opens, rendering the weather irrelevant.



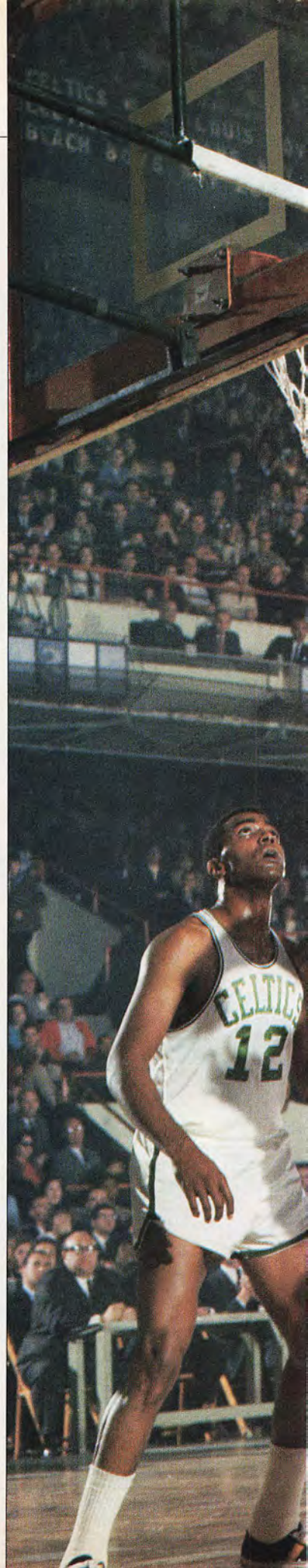
▲ The miniskirt is hot. Soon Twiggy will be, too.

“  
Here's a  
six-foot-10  
guy in  
sneakers,  
and the lady's  
asking me,  
'Profession?'

”  
—JACK MCMAHON,  
CINCINNATI ROYALS COACH,  
AFTER RUSHING  
NATE BOWMAN TO A HOSPITAL  
WITH AN  
ANKLE DISLOCATION

► Russell and Chamberlain keep right on banging and bumping.

◀ Indy winner Jimmy Clark ushers in the era of rear engines.









► In '64, Liston stayed on his stool. This time he remains on his back, despite Ali's entreaties. (Photograph by Neil Leifer)

## INCIDENTALLY

### TEXAS TALE I

The Milby Memorial Methodist Church of Houston has a bowling league. One of the teams calls itself the Holy Rollers.

### TEXAS TALE II

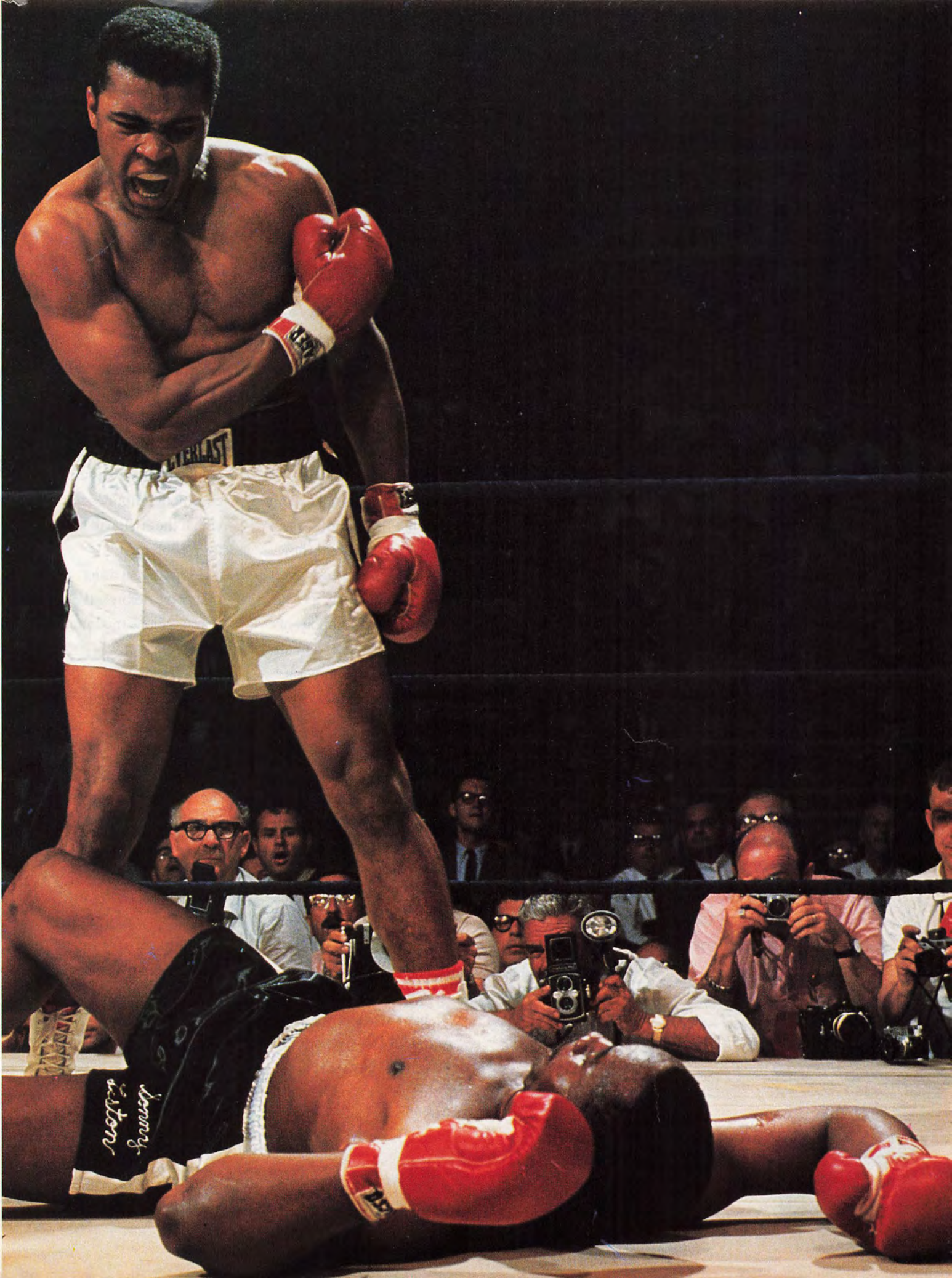
Shelby Metcalf, Texas A & M basketball coach, becomes the first (maybe) to utter a soon-to-be-immortal line. To a team member who made four F's and a D, Metcalf says: "Son, looks to me like you are spending too much time on one subject."



▲ Perfect game (fourth no-hitter) for Koufax.







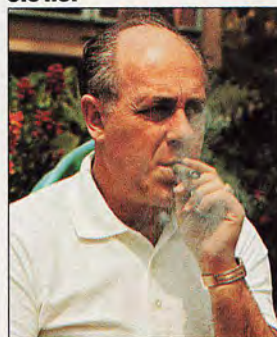


# 1992

When Uncle Sam calls, some say hell no, they won't go. When Kirk gives the word, Scotty beams him up. When Red Auerbach retires, Bill Russell becomes modern pro sports' first black head coach. When the year ends, the Celtics, Orioles, Canadiens and Packers have survived, as have Texas Western in basketball, Notre Dame in football.



▲ Kansas frosh Jim Ryun sets a mile record: 3:51.3.



▲ Auerbach extinguishes his coaching career after the Celtics' eighth straight title.

▼ Skateboards take over the sidewalks.



## IN SI'S WORDS

### ▲ PLAYING FOR A TIE

Old Notre Dame will tie over all. Sing it out, guys. That is not exactly what the march says, of course, but that is how the big game ends every time you replay it. And that is how millions of cranky college football fans will remember it. For 59 minutes in absolutely overwrought East Lansing last week, the brutes of Michigan State and Notre Dame pounded each other into enough mistakes to fill Bubba Smith's uniform—enough to settle a dozen games between lesser teams—but the 10-10 tie that destiny seemed to be demanding had a strange, noble quality to it. And then it did not have that anymore. For the people

who saw it under the cold, dreary clouds or on national television, suddenly all it had was this enormous emptiness for which the Irish will be forever blamed.

Forget everything that came before, all of that ferocious thudding in the line that was mostly responsible for five fumbles, four interceptions, 25 other incompletions, a total of 20 rushing plays that either lost yardage or gained none, and forget the few good plays—the big passes. Put the No. 1 team, Notre Dame, on its own 30-yard line with time for at least four passing plays to break the tie. A No. 1 team will try *something*, won't it, to stay that way?

Notre Dame did not. It just let the air out of the ball.

—DAN JENKINS





TOYOTA CELICA



*"I love what it does for me. At any speed."*

*The all-new Toyota Celica GT-S not only looks like it goes, it goes like it looks.*

*It should be no surprise the wide-bodied, aerodynamic styling of Toyota's new Celica GT-S catches people's eyes. One look will tell you. But that's only the half of it. Just as attention-getting is that with its 16-valve engine and MacPherson strut suspension, the new Celica GT-S has the power and handling to make getting to even the most boring places fun.*

*And it's got a cockpit that's been designed with the driver in mind. There's a real sense of control and responsiveness but no sacrifice in comfort.*

*When it comes to performance and style, you'll love what the new Toyota Celica GT-S does for you. At just about any speed. Or even standing still.*

*"Toyota, I love what you do for me."*





► Neither a loss to Green Bay for the NFL title nor this fumble-recovered by the Packers' Ray Nitschke (66)—can dim the achievements of Cleveland's Jim Brown (32), who will retire later this year. (Photograph by Neil Leifer)

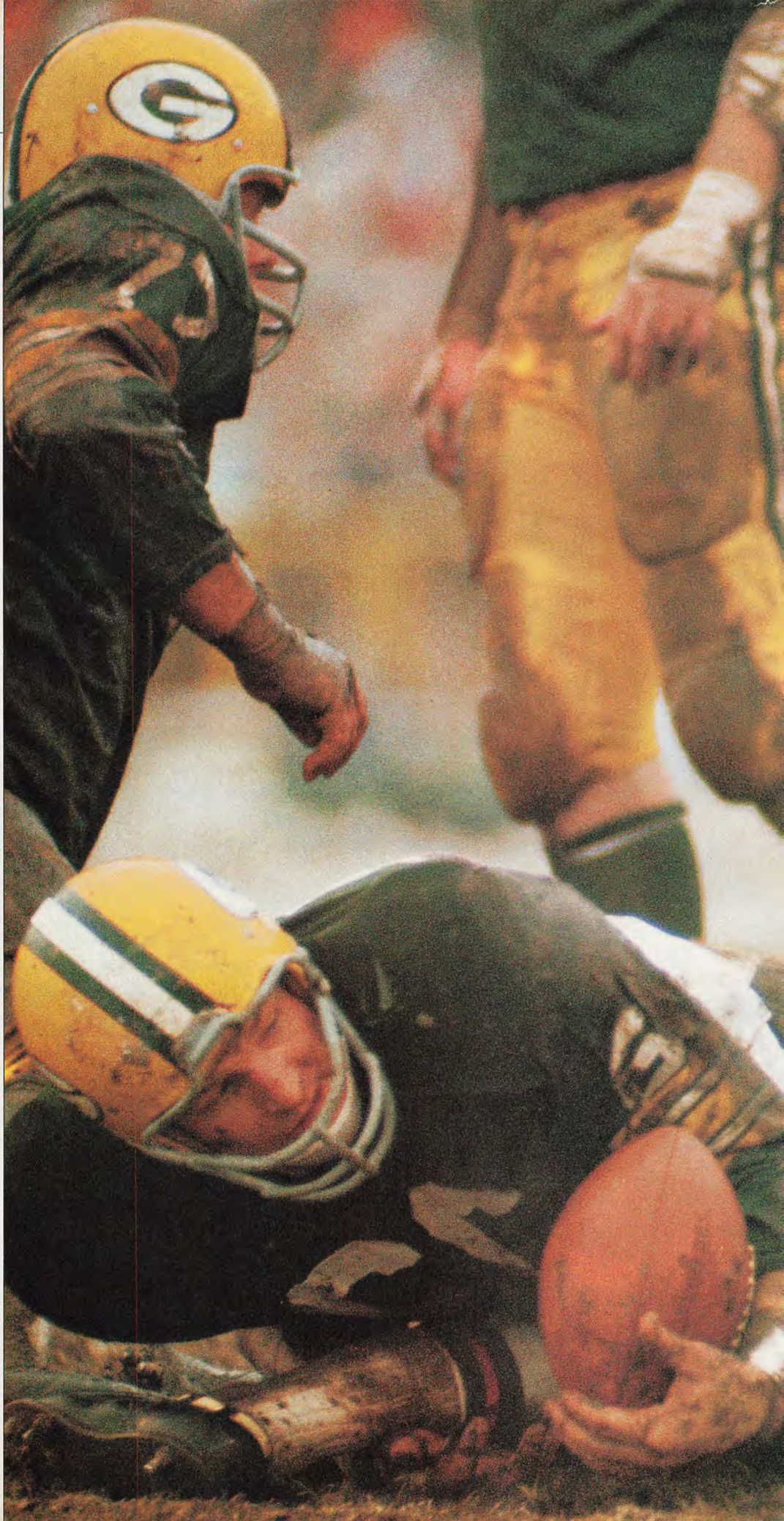
## FACE IN THE CROWD



### **Terry Bradshaw**

Terry, 17, a senior at Woodlawn High in Shreveport, La., set a national schoolboy javelin record with a throw of 243 feet, 7 inches at a meet in his hometown. A quarterback at Woodlawn, Terry will enroll at LSU this fall on a football scholarship.

▲ But Terry will spurn LSU and matriculate at Louisiana Tech instead.









# 1967

The Middle East is embroiled in the Six-Day War, and Haight-Ashbury is awash in hippies. The champion 76ers are hailed as possibly the NBA's best ever—Chamberlain, Walker, Jackson, Greer, Cunningham. The Cardinals, Packers, Maple Leafs, Alcindor's Bruins and O.J.'s Trojans are groovy. Outta sight. Right-on.



▲ **Bowl News I:** Down at the lanes, they've got an automatic scorer!

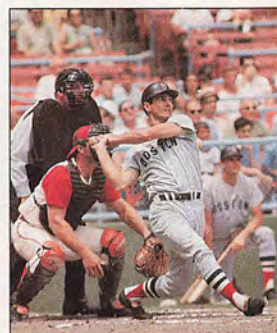
▼ **Bowl News II:** In what will be known as the Ice Bowl, Bart Starr's TD sneak gives the Packers a 21-17 NFL-title-game win over Dallas.



▲ A woman entrant, K. (for Kathrine) Switzer, eludes an objecting Boston Marathon official.



▲ Dustin Hoffman gets a "Graduate" education.



▲ Carl Yastrzemski wins the Triple Crown.





“Clothes may make the man. I prefer to see what’s in his liquor cabinet.”



*Make a statement with E&J.*





▲ Ty Cobb, here he comes. Pete Rose, 26, raises his hit total to 899. Only 3,293 to go.

## INCIDENTALLY CHANGE OF ADDRESS

A correspondent in San Francisco vouches for it: As a cable car approached Clay Street one afternoon last week, the gripman called out, "Muhammad Alley."

## COMMON PRAYER

For several days before the Ector Eagles met the Dumas Demons in an Odessa, Texas, high school football game, the sign outside the Temple Baptist Church read: WE ARE AGAINST DEMONS, TOO.

“  
Because if  
things didn't  
work out, I  
didn't want to  
blow the  
whole day.

”  
—PAUL HORNING,  
EX-PACKER STAR,  
WHEN ASKED WHY HE GOT  
MARRIED AT 11 A.M.



# WE MADE CLOSE COMFORTABLE.

Norelco's patented "Lift and Cut™" shaving system gives you a shave that is skin close—without the blades even touching your skin.

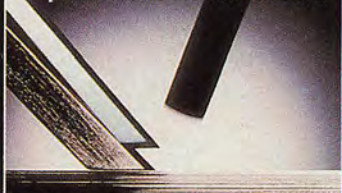
As the hair enters the chamber...



The system lifts each hair...




A split second before a blade cuts it.



The continuous precision-cutting action of dozens of lifters and self-sharpening blades—at thousands of revolutions per minute—gives you a shave like none other.

The Norelco® Lift and Cut shaver. What makes it close, makes it comfortable.

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SENSE THE MAN.





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REVLON INTRODUCES  
**THAT MAN**





# 1968

Martin Luther King and Bobby Kennedy assassinated. Tet offensive. Kids versus cops at the Democratic Convention. On the sports pages, discus man Al Oerter wins his fourth Olympic gold, and Heidi upstages an NFL game to her eternal regret. The Tigers, Celtics, Jets and Canadiens win. Wooden and Woody have powerhouses.



▲ But the dream would live on.



▲ Stars: Hayes (44), Alcindor. Astrodome crowd: 52,693. Kaput: The Bruins' 47-game win streak.



▲ Motown hero Denny McLain wins his 30th. He'll end up 31-6.

## INCIDENTALLY TOUCHÉ

A notice in the lobby of the Chicago Athletic Club reads: JOIN OUR FENCING TEAM—WE NEED SOME NEW BLOOD.

▼ A doping scandal costs Dancer's Image his Kentucky Derby win.



■ For Vince Lombardi and Jerry Kramer, the Packers' Super Bowl defeat of the Raiders is an occasion for mutual admiration. (Photograph by Neil Leifer)









◀ Give peace a chance.

## FASHION PLATE



▲ Ken Harrelson



▲ RFK's death evokes painful memories of '63.



◀ Peggy Fleming cuts a fine figure at the Winter Games in Grenoble.

▲ A Mexico City protest by black-gloved Tommie Smith (center) and John Carlos causes as much stir as Bob Beamon's record leap (opposite).



## IN SI'S WORDS

## ◀ BEAMON'S JUMP

Bob Beamon long-jumped 29' 2½", as if there never was a 28-foot barrier to fool with (nobody had ever jumped more than 27' 4¾" before), and was so moved by his accomplishment that he slipped from Ralph Boston's congratulating embrace, sank to his knees, put his forehead on the ground and cried. Beamon . . . is a slash of a man, 6' 3", 160 pounds. He comes off the board like a huge, limby frog, his legs spread-eagled and his arms dangling between them. Ordinarily he does not come off the board at all, but a good foot or so behind it for safety's sake. It was only a matter of time before he began hitting it right, but not in his most soaring dreams did he expect this. The record leap came on his very first jump, just before a rainstorm (he took only one more of the permissible six jumps). "I was thanking that good Man up there for letting me hit the ground right there," he said.

—JOHN UNDERWOOD

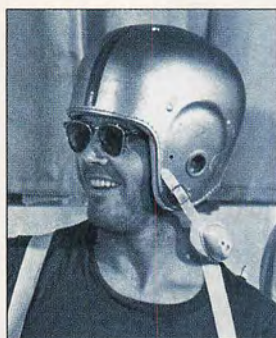




# 69



▲ **The festival. The generation. The movie. The Peanuts character.**



▲ **Jack Nicholson stars in "Easy Rider."**

## FACE IN THE CROWD



**Nancy Lopez**

Nancy, 12, of Roswell, N.Mex., won the state women's golf championship, defeating medalist Mary Bryan of Portales, 10 and eight. Nancy's 75 on one round was only four strokes off the women's record on the University of New Mexico's course.

## IN SI'S WORDS

### ▼ **YOU GOTTA BELIEVE**

It was nearing midnight in the Diamond Club four stories above what remained of the playing field at Shea Stadium, and the New York Mets, the most improbable champions in 100 years of professional baseball, gathered in a circle around the bandstand. Swaying back and forth with their arms wrapped around each other, they sang *Heart* from the musical

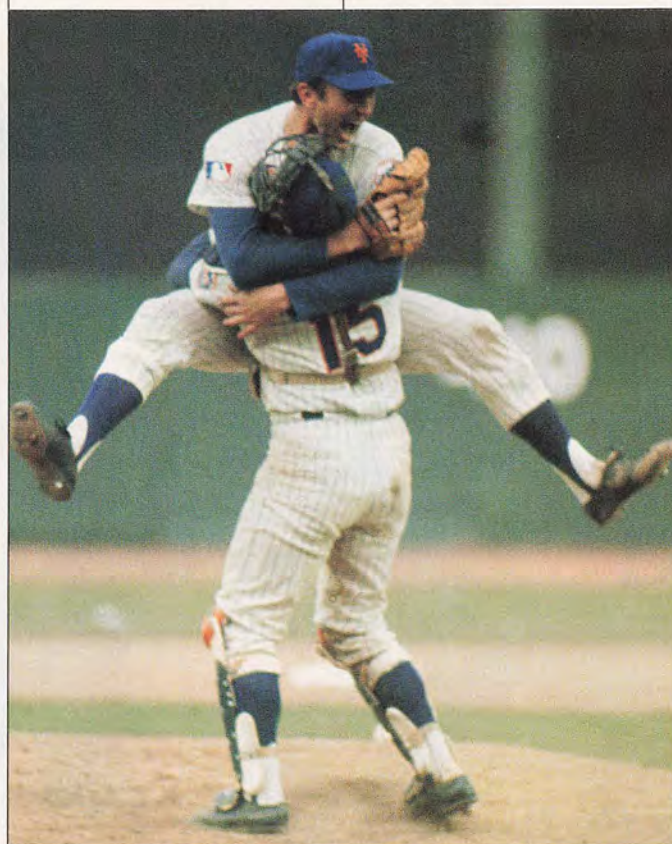
*Damn Yankees...*

Next they sang *God Bless America*. And as the clock struck midnight they turned back into pumpkins.

No, they didn't, not really, for somewhere in the delirious weeks leading up to their victory over Baltimore, the Mets had been touched with permanent magic.

—WILLIAM LEGGETT

▼ **Mets catcher Jerry Grote shares an amazing moment with battery mate Jerry Koosman.**





# Now It Talks!



Say "hello" to the Sports Illustrated Sports Hotline—the ultimate telephone sports information service.

Now you can get up-to-the-minute scoring reports (24 hrs a day) on the sports and teams you care about *instantly* through your touchtone telephone.

The SI Sports Hotline lets you tap into information for all the pro leagues: Baseball, Football, Basketball and Hockey. Plus College Football & Basketball (SI's Top Twenty and teams in your region)—just by pressing keys on your telephone.

Let's say you want to know how your team is doing right now in a game on the coast. Just hit the first three letters of the team name. And before you can say "Talk to me" you hear the score *right at that moment*. And you can even get an in-depth wrap up after the game.

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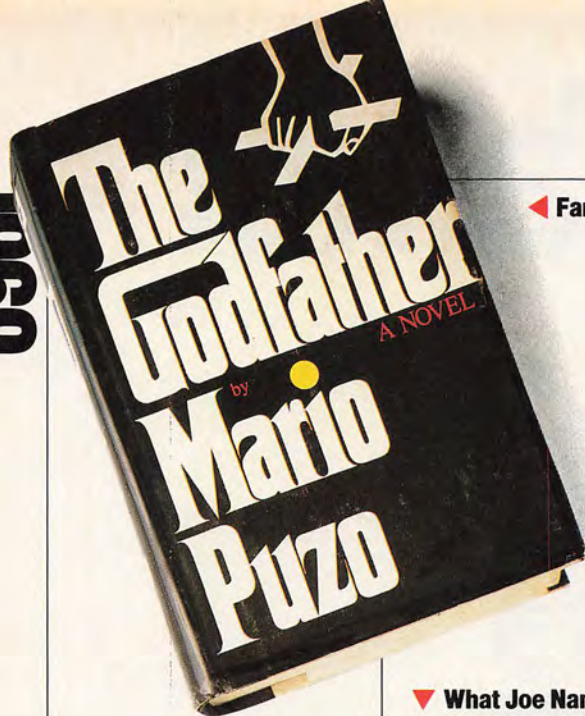
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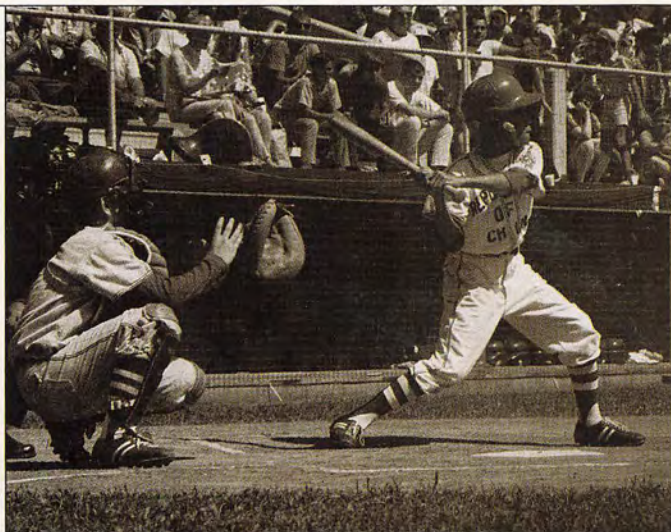


1969



◀ Family fare.

▼ What Joe Namath promises, Joe Namath delivers. Jets 16, Colts 7.



▲ Taiwan wins the Little League World Series, the first of many.

## INCIDENTALLY MODEL MIXUP

The first big collegiate football telecast next fall will present Southern Methodist versus the Air Force Academy, the Mustangs against the Falcons. Chevrolet is one of the sponsors.

“  
I'll take you  
and a  
player to be  
named later.  
”

—DICK RADATZ, 6' 6" EXPO,  
TO FREDDIE PATEK, 5' 6"  
PIRATE, DURING A FIGHT  
BETWEEN THE TWO TEAMS

## PINUP



▲ Jim Brown



▲ Small step, giant leap.





1959.



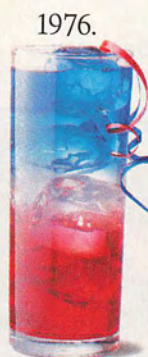
1965.



1970.



1973.



1976.



1984.



1987.



1990.

You always come back to the basics.

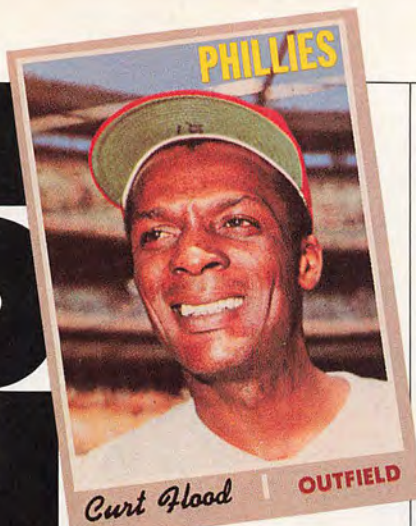


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80 PROOF (40% ALC./VOL.) DISTILLED AND BOTTLED BY  
JAMES B. BEAM DISTILLING CO., CLERMONT, BEAM, KY



# 1970

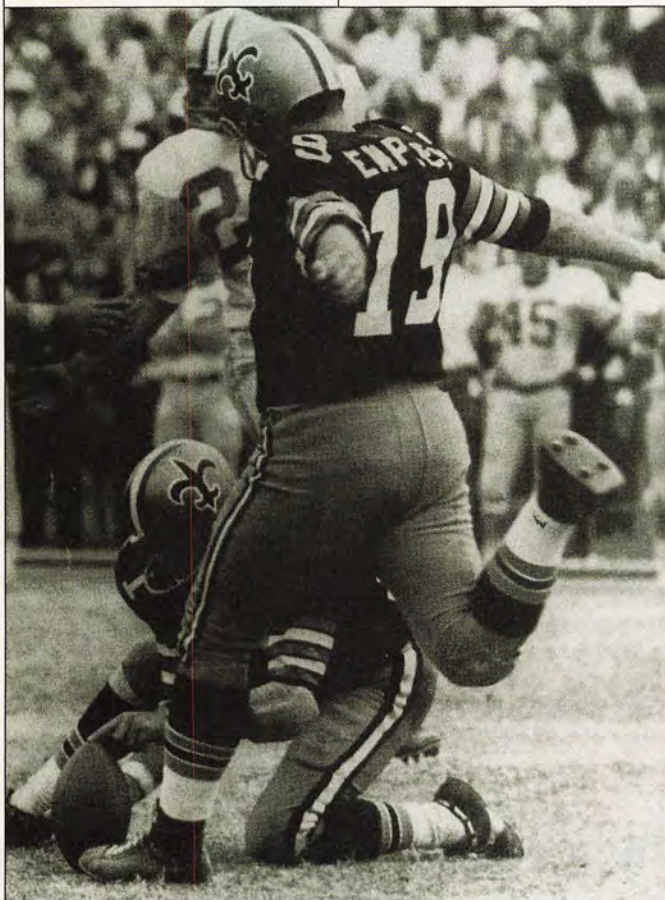
A new wrinkle in air travel: skyjacking. A new spectacle in the streets: bra burning. A new treat for football junkies: Monday nights. The Boston Bruins and UCLA's basketball Bruins win championships, and so do the Knicks (their first ever), Orioles, Colts and, in college football, Nebraska and Texas.



*Curt Flood*

▲ Curt Flood challenges baseball's reserve clause. He loses, but future players will benefit.

▼ NFLer Tom Dempsey boots 63-yard field goal.



## INCIDENTALLY TIME TRIAL?

Somebody asked a yippie what he thought of the Indianapolis 500. The yippie said, "They're all innocent."

## RIVER CROSSING

Somebody else asked Minnesota North Star goalie Gump Worsley if it was true he did all his training in St. Paul bars. Worsley said, "Not true. I've switched to Minneapolis."

## FACE IN THE CROWD



**Bill Walton**

Bill, a 6' 10½" senior at Helix High in La Mesa, Calif., was named MVP of the Covina Tournament after he scored a record 50 points and grabbed a record 34 rebounds as Helix defeated Pasadena High 110-68 for the title and its 31st straight win.

## PINUP



▲ Joe Namath

▼ Ping! Introducing the aluminum bat.





# Portrait of the Great American Investor



Right now, Lisa Kramer is this dog's best friend. As a veterinarian, she spends her days looking after patients with names like Smokey and Snowball and Spot. But she remembers to look after herself, too. Lisa invests in U.S. Savings Bonds, and that makes her one of the Great American Investors.

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A public service of this publication.



# 1970

► The end of another battle for Johnny Unitas, a warrior in his 15th stellar season. (Photograph by Walter Ioss Jr.)

“  
I don’t  
understand how  
anyone could  
mistake me for  
a boy, unless it’s  
because of my  
long hair.

”

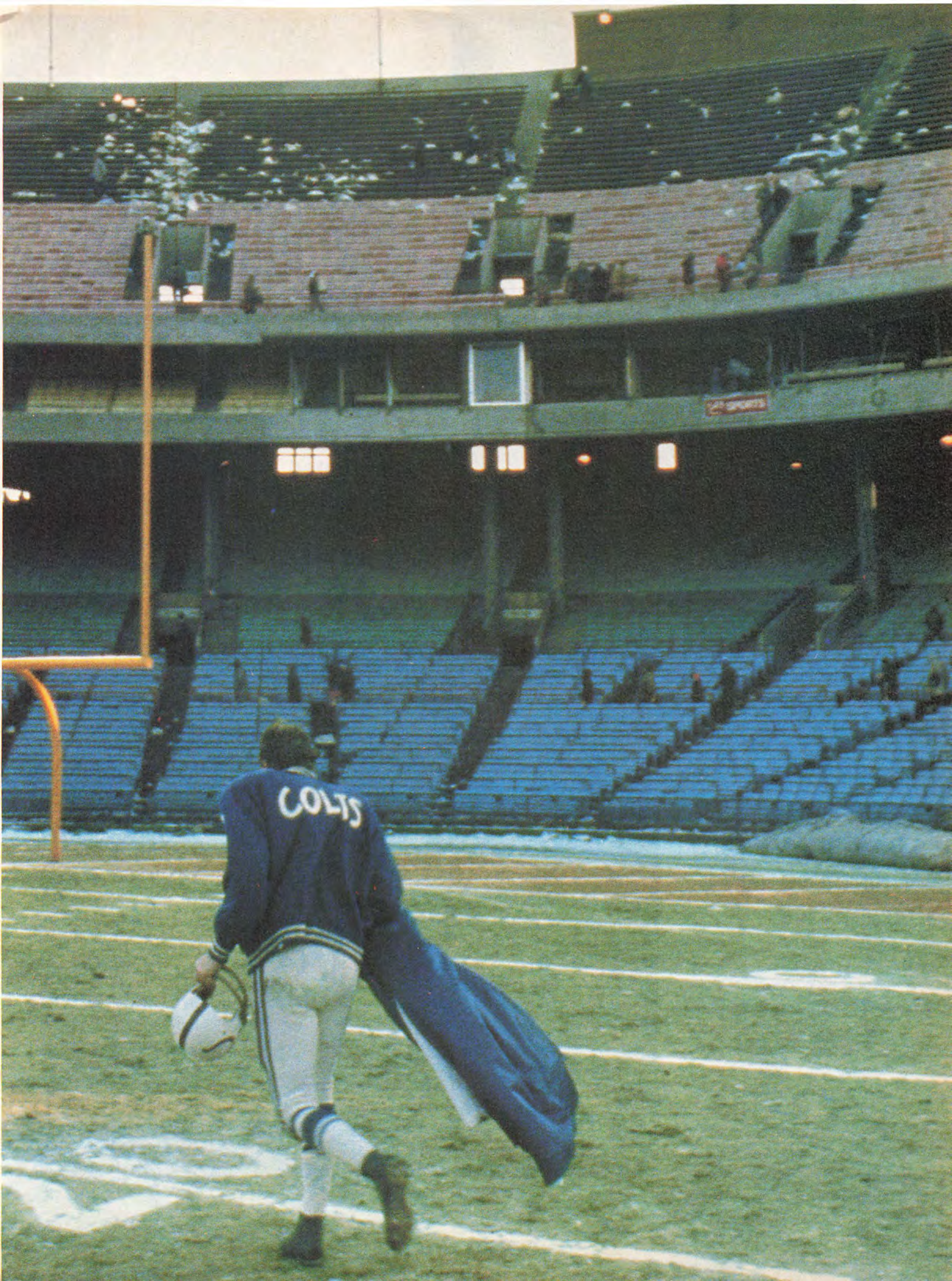
—TONI BECKHAM,  
GIRL BASKETBALL  
PLAYER, WHO HAS RECEIVED  
MORE THAN 20 RECRUITING  
LETTERS FROM COLLEGES



▲ Willie Shoemaker (right) passes Johnny Longden in career victories, 6,033 to 6,032.

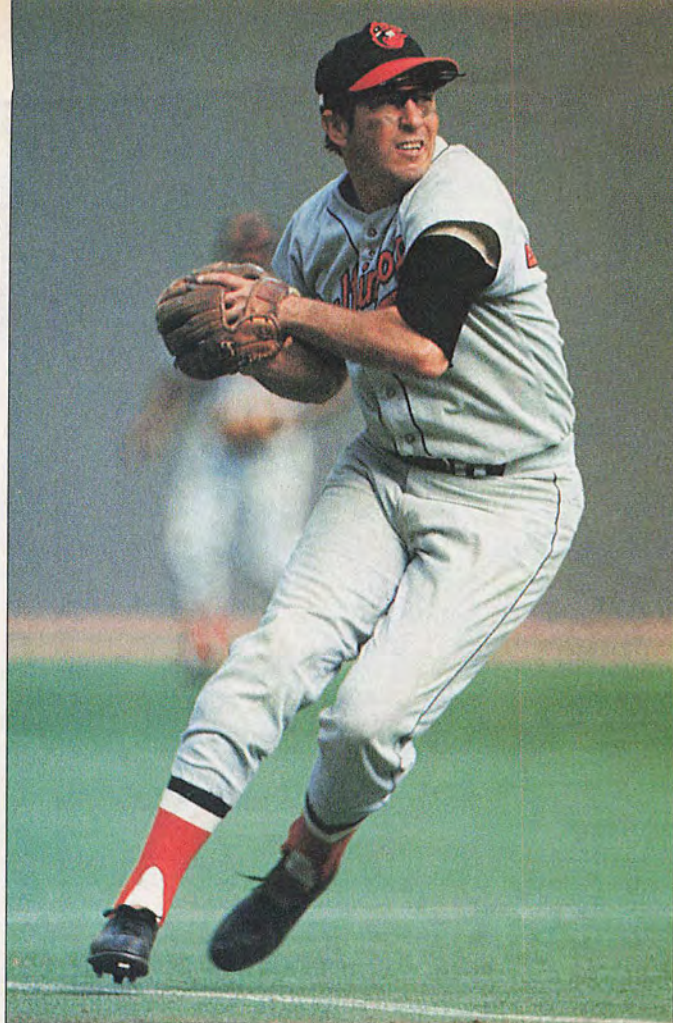






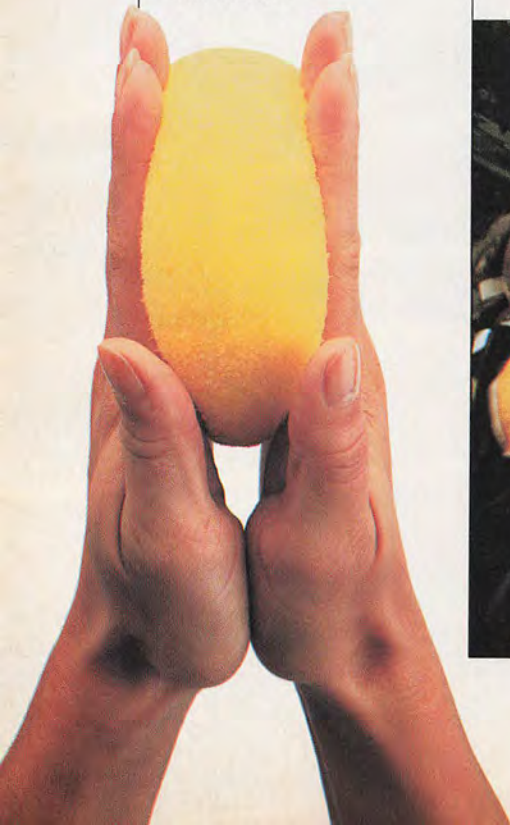


# 1970



▲ The Birds' Brooks Robinson is a hot-corner hotshot in the Series.

▼ Mom's price-less antiques are safe—we're using a Nerf ball!



“  
I'm  
very glad  
to receive  
the Klem  
Award,  
but I'll tell  
you the truth.  
Klem hated  
my guts  
and I  
hated his.”

—JOHN (BEANS) REARDON,  
FORMER UMPIRE,  
ON RECEIVING THE  
BILL KLEM AWARD



▲ Pistol Pete Maravich averages a record 44.5.



▲ National Guard bullets kill four students at Kent State.

▼ Bobby Orr is a one-man gang for Boston, which wins its first Stanley Cup since '41.





Read and follow label directions.

# "For Sore Muscles And Joints, Give Me The Pain Relieving Gel Pro Trainers Use. Flex-all 454."

"Trainers of professional Football, Basketball, Baseball and Hockey teams know more about treating sore muscles and joints than just about anyone. That's why they use Flex-all 454. And that's why I tried it. It really helps my knees. Even the one with arthritis. Believe me, Flex-all's a winner."

Now available without a prescription, aloe vera based Flex-all 454 penetrates quickly, relieves the pain of sore muscles and joints and has no lingering odor.

**New Relief from Pain and Stiffness**

PENETRATING RELIEF FROM PAIN AND STIFFNESS OF MUSCLES AND JOINTS DUE TO:  
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• BACKACHE • SPRAINS • SCALDS  
GREASELESS — STAINLESS — VANISHING SCENT

**Flex-all**  
Pain Relieving Gel  
**454**

IN AN ALOE VERA BASE

4 OZ.



Photo taken at Boca Pointe Country Club, Boca Raton, Florida

"If you're living with pain get Flex-all 454. It's a winner."



# 197

Americans go to China to play table tennis, Alan Shepard goes to the moon to tee off and *The New York Times* goes to press with the Pentagon Papers. Lee Trevino wins the U.S. and British opens, while Joe Frazier decks (*below*) and outpoints Muhammad Ali. The Pirates, Cowboys, Bucks, Canadiens, UCLA five and Nebraska 11 win.



## ▲ Ping-Pong diplomacy.

## IN SI'S WORDS

### ▼ TRENCH WARFARE

A long night was still ahead for Frazier, because this was an Ali determined to put a muzzle on all the mouths that have questioned his courage, his will, his ability to handle pain. "That man," Frazier

said later, his own face covered with pyramids of hurt, "can sure take some punches. I went to the country, back home, for some of the shots I hit him with." And Ali's jab faded like a sick flower. His once remarkable legs gone, his arms heavy, he hung on the ropes and spent long



## ▲ Super Mex whoops it up at the Open.

and dangerous periods in the corners; it was astonishing that he escaped serious damage. "The way they were hitting," said referee Arthur Mercante, "I was surprised that it went 15. They threw some of the best punches I've ever seen."

—MARK KRAM



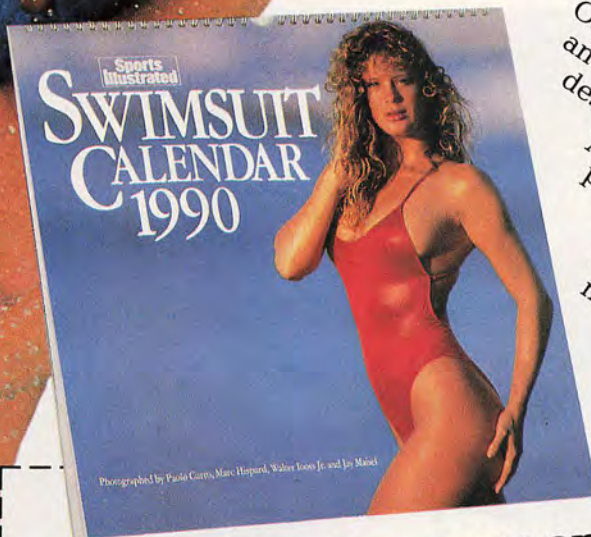


# Make a big splash in 1990.

The big event of 1990 has already happened. But there's still time to get in on it. Sports Illustrated's famous Swimsuit Calendar is out, and it's a sensation. In this new edition, Rachel Hunter, Kathy Ireland, Estelle LeFebure, Elle Macpherson, Ashley Richardson, Stephanie Seymour and Kara Young take you to Mexico and Australia for a look at the swimsuits of the '90s. Top photographers capture the scene for you in spectacular color.

The 1990 edition brilliantly carries on the tradition of Swimsuit Calendar glamour and excitement. Oversize 15" x 15" format superbly printed in full color on fine-quality, heavyweight paper. Spiral-bound for permanence. Order yours today, and don't forget the

deserving names on your gift list. It's a perfect present for the holidays, for birthdays and for non-birthdays, too.



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SI



# 1971



## INCIDENTALLY BEST OF 'THEY SAID IT'

- John Brodie, asked why a million-dollar quarterback had to hold the ball for extra points: "Well, if I didn't, it would fall over."
- Bill Bonham, Cub pitcher, after failing to retire any of four Cardinals he faced in his first big league game: "I was due for a bad outing."

◀ Yellow tennis balls?  
Come on!



▲ Wayne Gretzky is 10.

“  
The only change  
is that baseball  
has turned  
Paige from a  
second-class  
citizen into a  
second-class  
immortal.”

”

—SATCHEL PAIGE, NAMED TO  
THE HALL OF FAME'S NEW  
WING FOR OLD-TIME NEGRO  
PLAYERS



▲ A night World Series  
game? Worse than yel-  
low tennis balls!

## FACE IN THE CROWD



### CHRIS EVERT

Chris, a sophomore at St. Thomas Aquinas High in Fort Lauderdale, disposed of three top-ranked women tennis players to win the St. Petersburg Masters. En route to victory she beat Francoise Dürr, Billie Jean King and Julie Heldman.

◀ Block that kick. The Cowboys can't, and the Colts win the Super Bowl on Jim O'Brien's 32-yard field goal.





“He’s crazy about my kid.  
And he drinks Johnnie Walker®”

Good taste is always an asset.

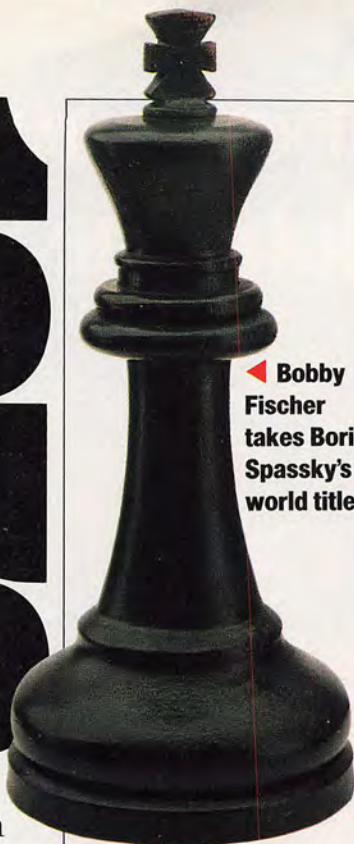


© 1988 Blended Scotch Whisky, 86.8 Proof. Imported by Schieffelin & Somerset, New York, NY.

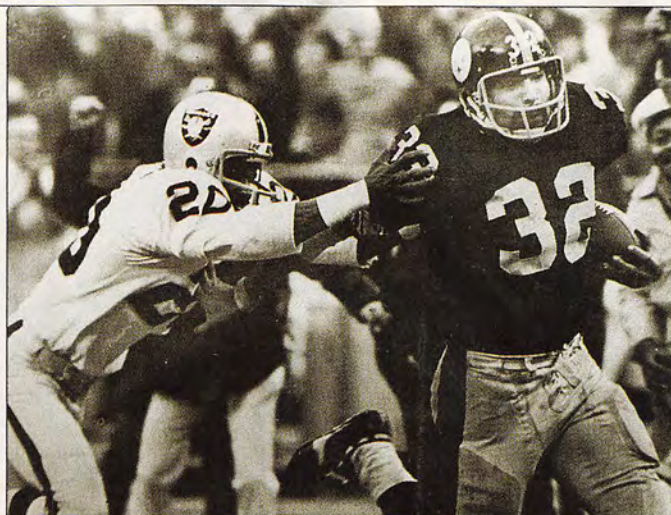


# 1972

At home, Richard Nixon is reelected in a landslide despite indications of a Watergate cover-up. Abroad, Munich is the scene of an Olympic bloodbath. In happier sports news, the A's, Bruins, Lakers and unbeaten Dolphins go all the way. Crosstown college winners: USC in football, UCLA in basketball.



◀ Bobby Fischer takes Boris Spassky's world title.

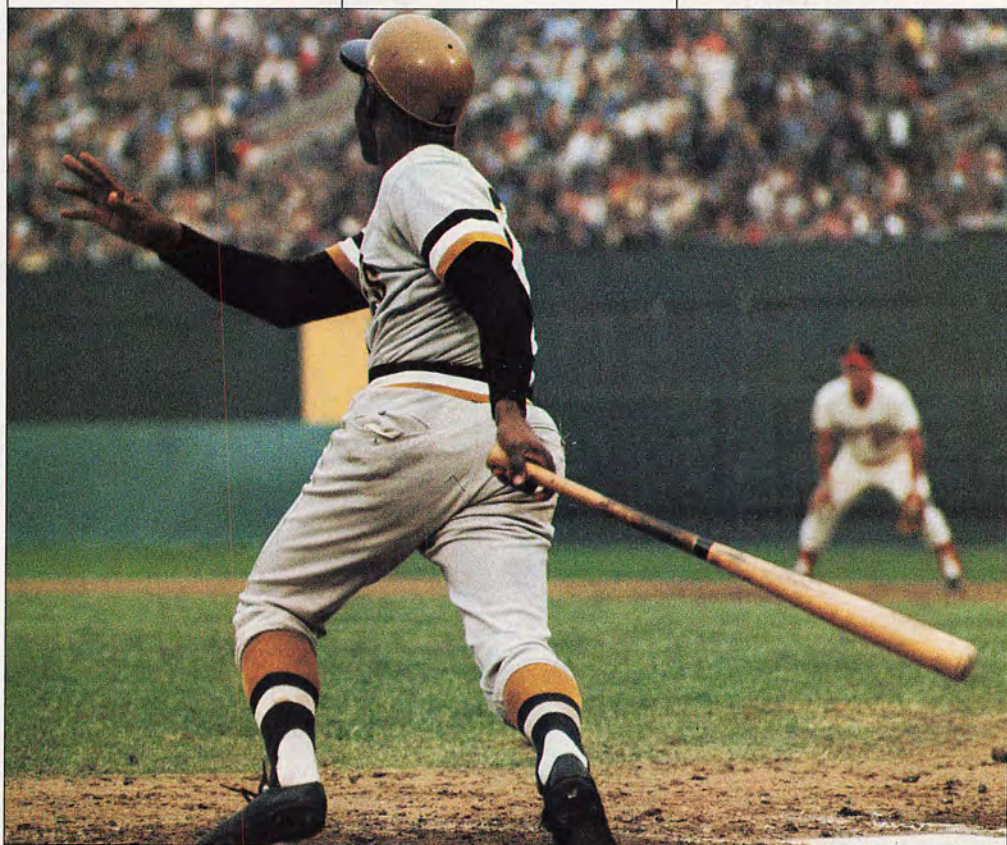


## INCIDENTALLY ROLE REVERSAL

Women students at the College of William and Mary are wearing sweatshirts that read MARY AND WILLIAM.

▲ Pittsburgh's prayers are answered by Franco Harris's Immaculate Reception in the playoffs.

▼ Roberto Clemente, 38, dies in a New Year's Eve plane crash.





▶ Paul Henderson's last-minute goal lifts Team Canada over the Soviets.



▲ Run, America, run.

“

There are 800,000 Canadians living in the Los Angeles area, and I've just learned why they left Canada. They hate hockey.

”

—JACK KENT COOKE, LOS ANGELES KINGS OWNER, ON THE TEAM'S POOR ATTENDANCE



▲ A Nixonian plea.





# 1972



## IN SI'S WORDS

### ▲ DEATH IN MUNICH

The outrage could scarcely have been greater or the grief deeper, which only partially suggests the sway the Olympic Games hold on men's minds. Certainly, the awful events cast their shadow across sport. Even as rabbis within Munich's high-walled Jewish cemetery prepared the bodies of the 11 fallen

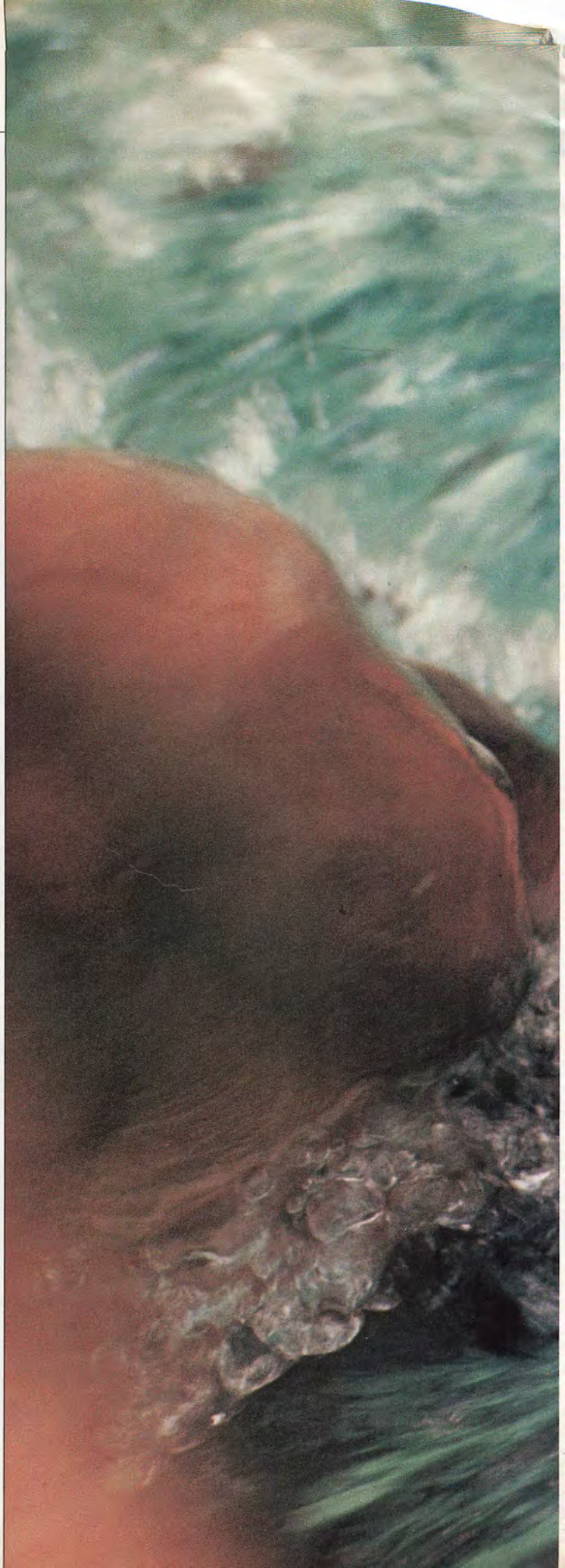
Israelis for the journey home, the Olympics were resuming after a 24-hour interruption. One of the first competitions following the delay matched Romania against Hungary in team handball, which, like murder, was new at these Games. The Romanians won 20-14, but Nicolae Nedef, their coach, could not rejoice. "The game doesn't seem to matter so much," he said.

—JERRY KIRSHENBAUM

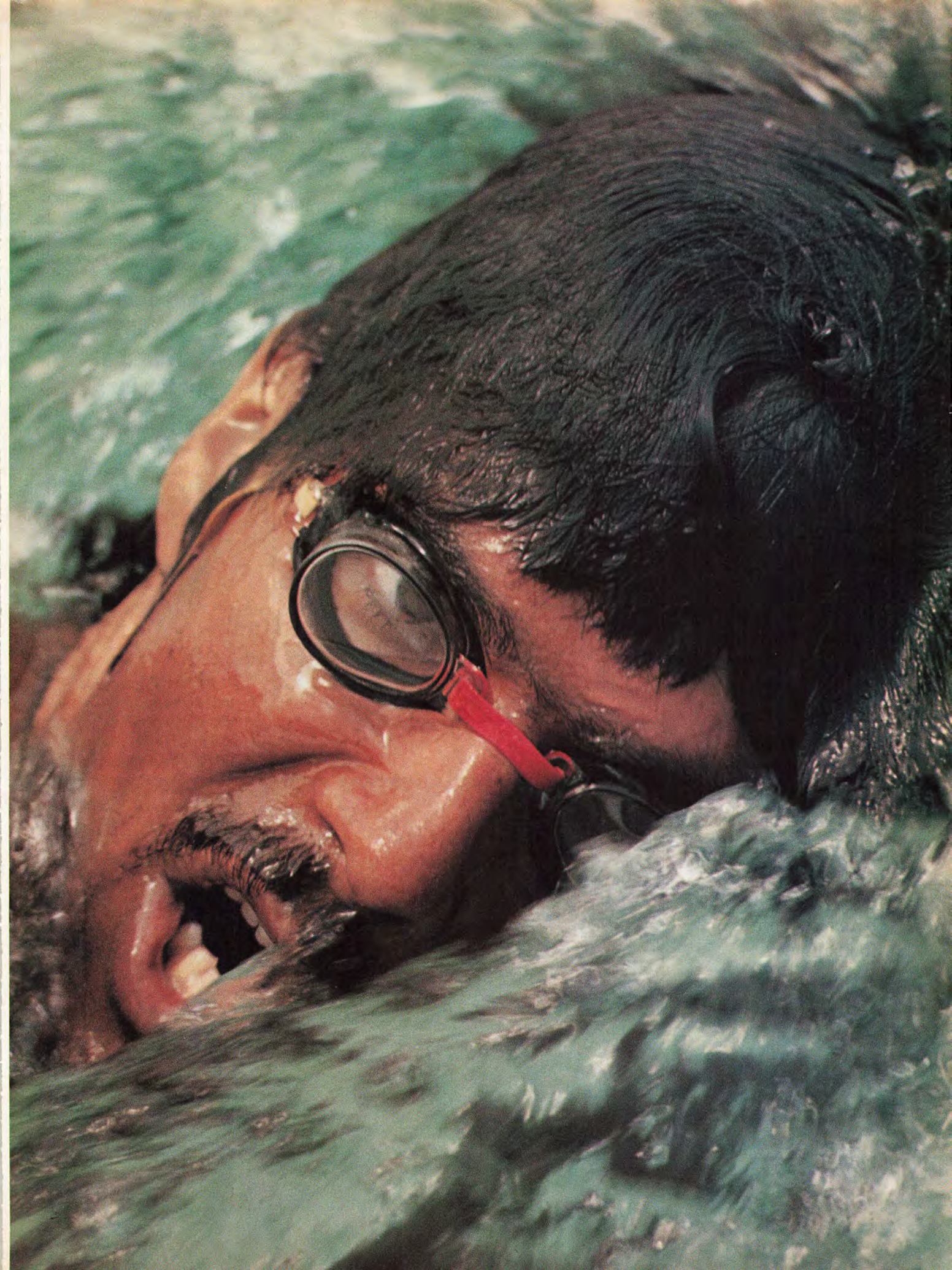


▲ The U.S., 62-0 in Olympic hoops history, loses a disputed Munich final to the Soviets.

► Mark Spitz's eye-popping score at Munich: seven events, seven gold medals, seven world records. (Photograph by Co Rentmeester/LIFE)









# 1973

Gone are U.S. troops from Vietnam and 18 minutes of White House tape. Also gone is Bobby Riggs, dispatched by Billie Jean King in a "Battle of the Sexes" extravaganza. Very much present are the champion A's, Dolphins, Knicks, Canadiens, Bill Walton's UCLA basketball team, and Notre Dame and Alabama, cochamps in football.



▲ **Rose Mary Woods:**  
Secretary of the Year.

## INCIDENTALLY THE NAME GAME

Bellefontaine (Ohio) High School's basketball team has a 5' 10" guard named Long and a 6' 5" center named Short. And the manager of Class A Walla Walla is Cliff Ditto.

## FASHION PLATE



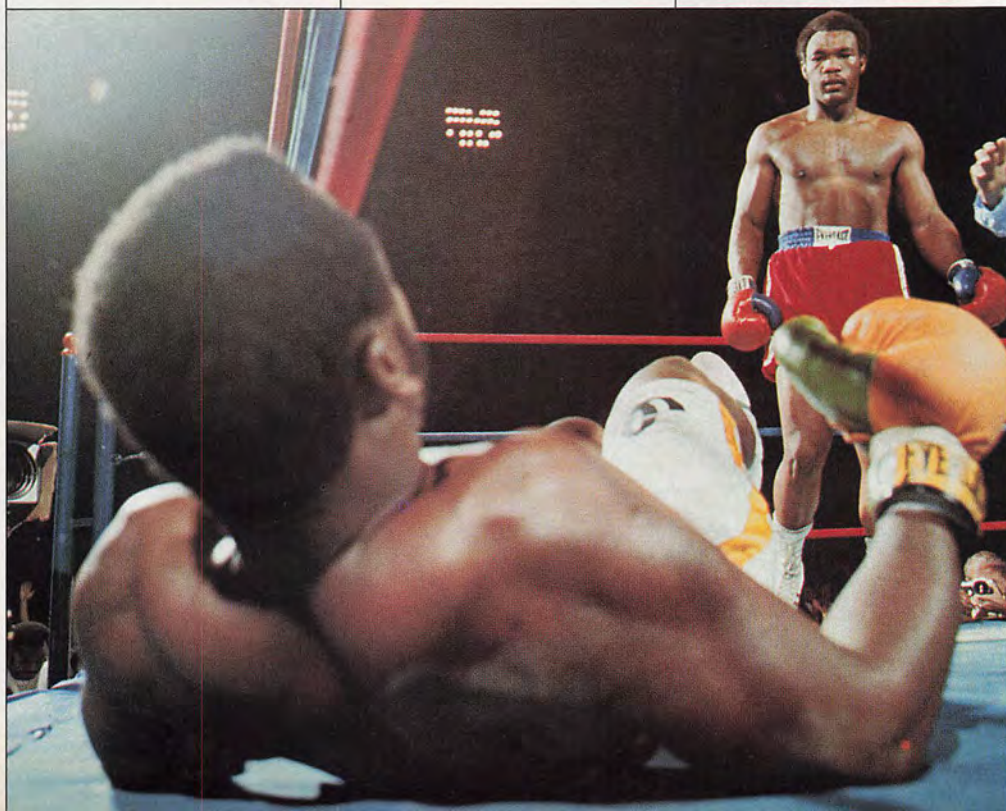
▲ **Walt Frazier**

“  
It's  
kind of hard  
to rally  
around a  
math class.

”

—BEAR BRYANT, ALABAMA  
FOOTBALL COACH, ON THE  
ROLE OF ATHLETICS ON THE  
CAMPUS

▼ **Another Frazier, Joe,**  
gets knocked down six  
times in two rounds in  
losing his heavyweight  
title to George Foreman.





# Handles the groceries. Car pools the kids. And cooks.

## 1990 Cutlass Supreme 4-Door

The totally new Cutlass Supreme™ International Series sedan is just the recipe for any 1990 family. It's the new generation of family transportation.

The standard engine is a powerful 3.1-liter V6 with multiport fuel injection. It's also establishing a reputation for fuel efficiency.\*

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\*EPA estimated MPG city 19 and highway 30.

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Let's get it together...  
buckle up.



## IN SI'S WORDS

### ► BELMONT BURNER

It was the greatest performance by a racehorse in this century. As Secretariat thundered down the homestretch at Belmont Park to the roar of nearly 70,000 fans, he took on legendary stature. His long stride carried him to the finish by an ever-increasing margin in poetic rhythm. And when the wire was reached, the mile-and-a-half Belmont Stakes won and the ninth Triple Crown in racing history earned, the closest competitor—if he can be so called—was 31 lengths to the rear.

—WHITNEY TOWER

► Here's looking at Ron Turcotte and Secretariat, Belmont victors by a mere 31 lengths. (Photograph by Neil Leifer)









## IN SI'S WORDS

### ▼ UNBEATEN SEASON

It was not always easy, and far less dramatic than it might have been, but the Miami Dolphins finally demonstrated rather conclusively that they are the biggest fish in the pro football pond. In the seventh Super Bowl they defeated the Washington Redskins 14-7 before 81,706 sweltering and smog-beset fans in the Los Angeles Memorial Coliseum. This meant that the Dolphins went an entire season without a loss, 17 straight. No other NFL team has ever gone undefeated for a season, and no other club is likely to do it again soon, either. On the record, then, Miami is the best club in

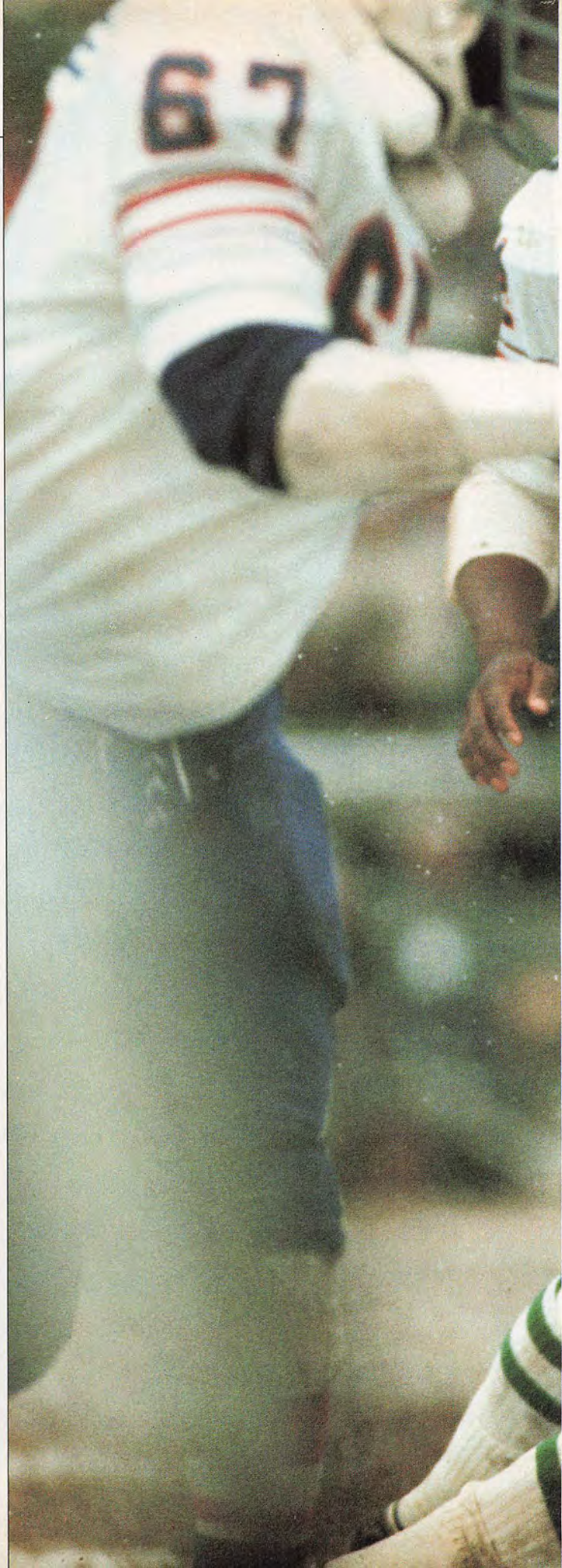
► **The Bills' O.J. Simpson becomes the first to rush for 2,000 yards in an NFL season. (Photograph by Neil Leifer)**

pro football history.

The Dolphins won the game with a nearly impeccable first half; with an extraordinarily accurate passer in quarterback Bob Griese; with a rhino of a runner, Larry Csonka; and, above all, with a defense that may have been No Names, but was plenty of adjectives. Try tough, tight, dashing and daring for starters.

—TEX MAULE

▼ **Coach Don Shula cheers a Super Bowl win that crowns a perfect '72 season.**









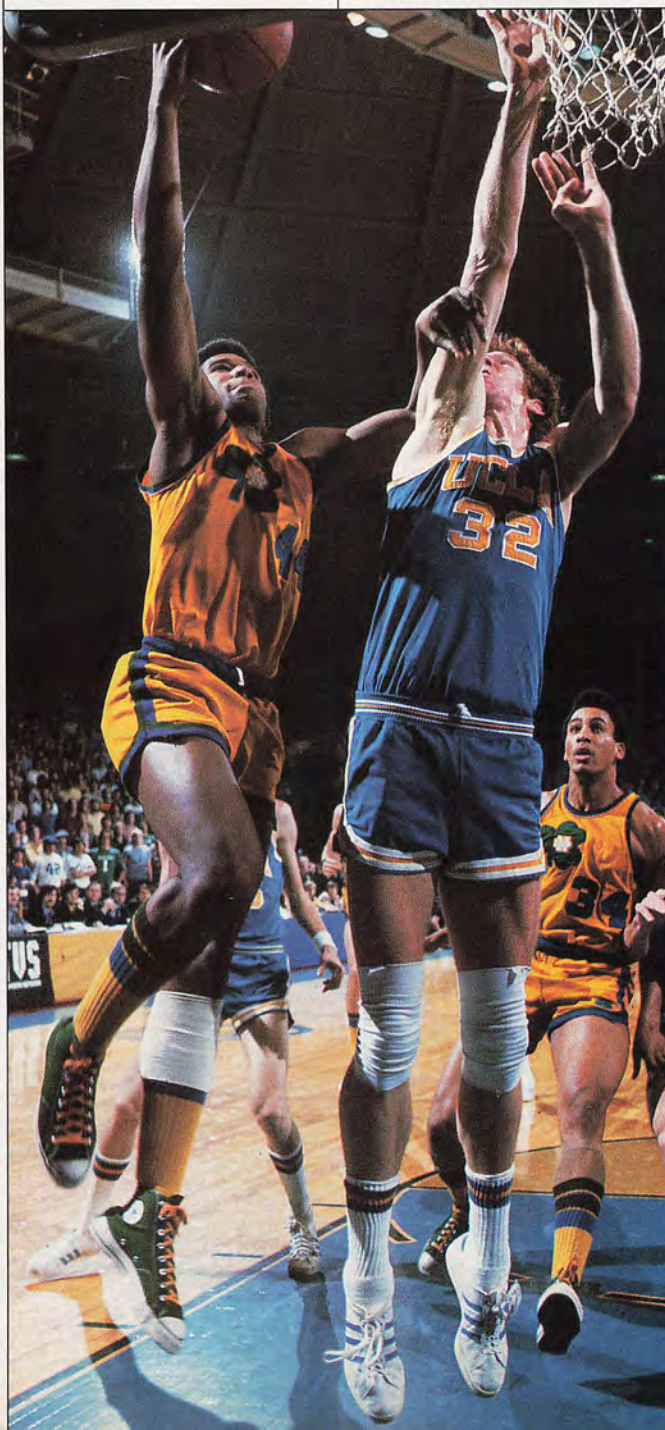
# 974

Sadness and relief as a disgraced President becomes an ex-President. Shock and bafflement as Patty Hearst becomes a bank robber. Jubilation and disgust as the Broad Street Bullies become the NHL champs. Besides the Flyers, the A's, Steelers, Celtics, North Carolina State in basketball, and Oklahoma and USC in football are the big winners.



◀ Check it out at the checkout line.

▼ Adrian Dantley gets his Irish up to end UCLA's streak at 88.

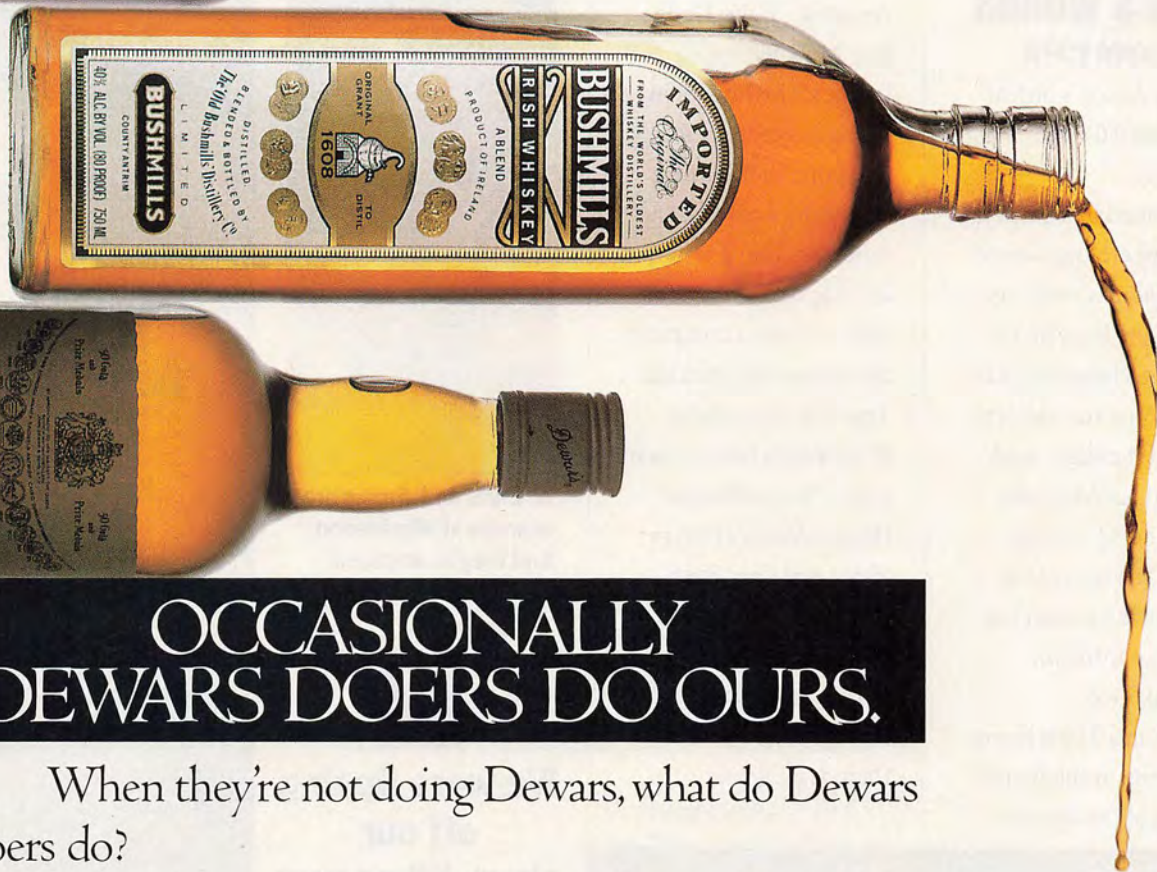


## IN SI'S WORDS ROPE-A-DOPE

It is hard to imagine what the extraordinary events in the predawn hours under a pale African moon in Zaire are going to do to the future of boxing. Kids who for years in the back lots of the world have emulated the flamboyant and graceful style of their idol, Muhammad Ali, the butterfly who floats and stings like a bee, will now imagine themselves coming off their stools and standing stolidly and flat-footed in the corner of the ring, or, more extreme, lolling back against the ropes, their upper torsos out over the press-row typewriters at the angle of someone looking out his window to see if there's a cat on his roof. For such were the Ali tactics that . . . proved insoluble to George Foreman, the heavily favored heavyweight champion, leading him to destruction as surely as the big cartoon wolf, licking his chops, is tricked into some extravagantly ghastly trap laid by a sly mouse.

—GEORGE PLIMPTON





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After all, Bushmills Premium Irish Whiskey is the world's oldest whiskey. And it's triple-distilled, for a taste that has been consistently gentle for nearly four centuries. Give Bushmills a try. You may find, as some Dewars doers do, that nothing else will do.

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PREMIUM IRISH WHISKEY. SINCE 1608.

IRISH WHISKEY—A BLEND, 40% ALC. BY VOLUME (80 PROOF), DISTILLED, BLENDED AND BOTTLED BY THE "OLD BUSHMILLS" DISTILLERY CO. LTD., BUSHMILLS, IRELAND. ©1988. IMPORTED BY BROWN-FORMAN BEVERAGE COMPANY, LOUISVILLE, KENTUCKY.



## IN SI'S WORDS

### ▼ AARON'S 715TH

Henry Aaron's ordeal ended at 9:07 p.m. Monday.

It ended in a carnival atmosphere that would have been more congenial to the man he surpassed as baseball's all-time home run champion. But it ended. And for that, as Aaron advised the 53,775 Atlanta fans who came to enshrine him in the game's pantheon, "Thank God."

Aaron's 715th home run came in the fourth inning of the Braves'

home opener with Los Angeles, off the Dodgers' Al Downing, a lefthander who had insisted doggedly before the game that for him this night would be "no different from any other." He was wrong, for now he joins a company of victims that includes Tom Zachary (Babe Ruth's 60th home run in 1927), Tracy Stallard (Roger Maris's 61st in 1961) and Guy Bush (Ruth's 714th in 1935). They are destined to ride in tandem through history with their assailants.

—RON FIMRITE



▲ Chris and Jimmy are winners at Wimbledon. And they're engaged!

“  
We were tipping  
off our  
plays. Whenever  
we broke  
from the huddle,  
three backs  
were laughing  
and one  
was as pale as  
a ghost.  
”

—JOHN BREEN, FORMER  
GENERAL MANAGER OF THE  
INEPT HOUSTON OILERS







■ Billie Jean King owns Wimbledon in the late '60s and early '70s, though she loses in the quarters this year. (Photograph by Tony Triolo)





▲ Charlie Finley's boys bang out another Series win; future A's star Mark McGwire, 11, is on deck.

## AND INTRODUCING...

No matter what the weight, the class of the tournament was **Ray Charles Leonard**, a 139-pound wonder who was busily dispatching his first opponent just about the time his high school class was graduating back home in Palmer Park, Md.

Though he was named after soul singer Ray Charles, Leonard is more aptly known to his sparring mates—and to covetous pro scouts—as "Sugar Ray."

—SI, JUNE 24

◀ Canton calling?



# CONFLICT

You can make two the easy way...  
Or you can make three the hard way.  
You can shoot for glory.  
Or then again...you can pass.  
You can turn it on.  
Or turn it over.  
And whoever said basketball  
wasn't a contact sport?  
You can be certain that guy  
didn't have his CONS on straight.



The Converse® ERX 350.  
Featuring the Energy Wave™.



© 1989 Converse Inc. The official shoe of the NBA.

*Blood, Sweat & Cheers*  
**CONS**

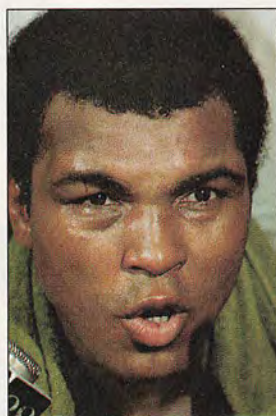


# 1975

Saigon falls, Jimmy Hoffa disappears, and President Ford dodges two assassination attempts. As comic relief, *Saturday Night Live* has its debut, and streakers dash here, there and everywhere. Other diversions: The victorious Reds, Steelers, Warriors, Flyers, UCLA in sneakers, and Oklahoma in cleats.



▲ The Steel Curtain—three members of which, (from left) Ernie Holmes, Mean Joe Greene and L.C. Greenwood, are here with Jack Ham (59)—slams down on the Vikings in Super Bowl IX.



▲ Ali beats Frazier in the Thrilla in Manila, but how can you tell?

“

Ninety percent I'll spend on good times, women and Irish whiskey. The other 10 percent I'll probably waste.

”

—TUG MCGRAW, PHILLIE PITCHER, ON HOW HE INTENDS TO USE HIS \$75,000 SALARY

WE'RE NO. 1



▲ Jimmy Connors

**INCIDENTALLY**  
YOU TELL 'EM, EDDIE

The Southwest Conference has decided to use lie-detector tests during investigations of recruiting violations. About which Arkansas basketball coach Eddie Sutton said, "If you strapped a couple of coaches I know into a polygraph chair, they'd be electrocuted."

▼ A beach clearer.







▲ **Frank Robinson** becomes baseball's first black manager.

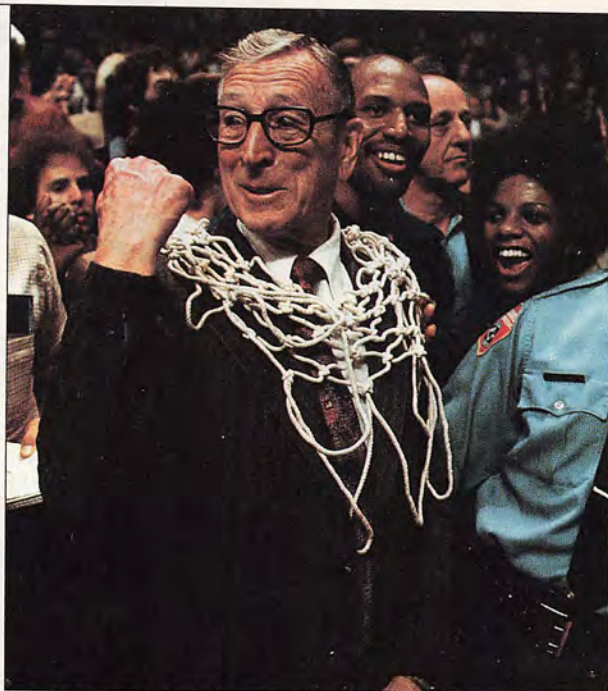
## IN SI'S WORDS

### ▼ FISK'S HOME RUN

It was past midnight now. The game had lasted almost four hours. It was the 12th inning and Fisk was leading off for the Red Sox. On the second pitch, a low inside sinker thrown by the eighth and last of the Reds' pitchers, Pat Darcy, Fisk took a mighty cut. The ball described a high arc toward the wall in left, curving as if to spin foul. Fisk stood several feet down the line, frantical-

ly urging the ball fair with his hands. It hit the yellow foul pole above the wall, a home run. A game-winning home run. The Red Sox had won this epic struggle 7-6. It was V-J Day at home plate when Fisk arrived, a hero of heroes in one of the finest games ever played, one that may well have attracted multitudes of new fans who had considered baseball a sedentary occupation.

—RON FIMRITE



## IN SI'S WORDS

### ▲ THE WIZARD

Monday night in the San Diego Sports Arena, college basketball went off to meet the Wizard of Westwood for the last time. Having arrived in California 27 years ago as something of a scarecrow, John Wooden went out like a most uncowardly lion. UCLA, which under Wooden has failed to win only two of the last 12 NCAA championships, won this one by holding off Kentucky 92-85.

At the finish Wooden remained true to his image; except for an emotional outburst or two during a very emotional game, he was the kindly

Tin Man to the end. "I didn't really feel differently about this game," he said. "Just very proud."

Even the Wizard, having announced his retirement on Saturday, must have sensed the extra impact of the game's two most honored schools meeting in his farewell. Here were UCLA and Kentucky, which had won more than a third of all the NCAA basketball titles ever played, evoking memories of Hagan and Ramsey and Issel, of Goodrich and Alcindor and Walton. And here was Wooden one-on-one with destiny.

—CURRY KIRKPATRICK





# 1976

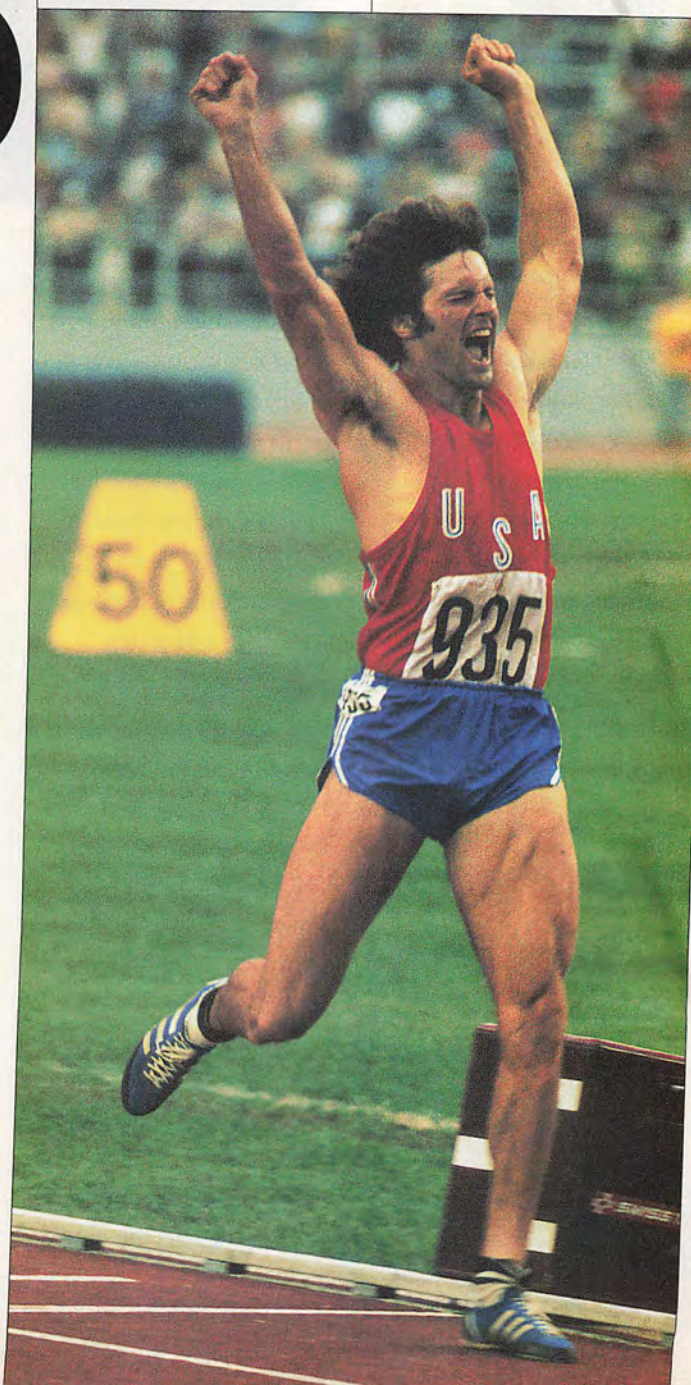


▲ Andy Messersmith is baseball's first free agent.



▲ Downhill gold for daredevil Franz Klammer at Innsbruck.

A bicentennial parade of stats: Carter, 297 electoral votes; Ford, 240. Six million view the Tall Ships in New York. Mark (the Bird) Fidrych wins 19 games, talks to 329 balls. Indiana's NCAA basketball champs go 32-0. The Reds, Raiders, Celtics, Canadiens and Tony Dorsett's Pitt Panthers also put up winning numbers.



“  
Now  
that I'm in  
Detroit  
I'd like to  
change my  
name to  
Abdul  
Automobile.”

”  
—M.L. CARR, DETROIT  
PISTON FORWARD

◀ Decathlon gold for heartthrob Bruce Jenner in Montreal.

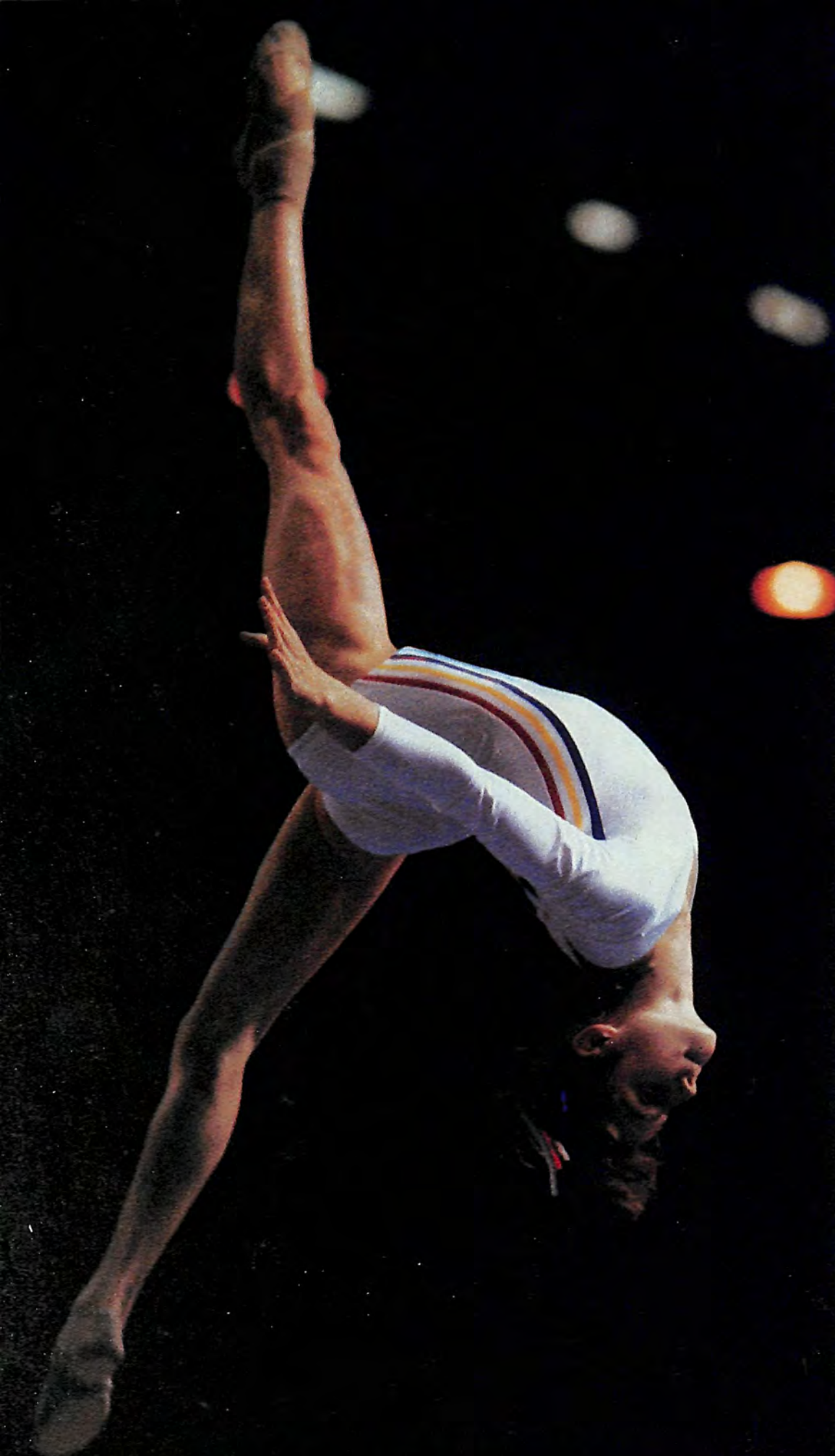




ROCK CZAR.

FOR OVER A CENTURY  
THE REIGNING VODKA.





## IN SI'S WORDS

### ◀ A SPECIAL CHILD

There are so many athletes at the Olympics and so many winners, but in the first week there was only one star, a child named Nadia Comaneci. She has a lean boy's body that responds to all her demands and a valentine face with straight, dark eyebrows that pierce it like Cupid's arrow. Her lips are faint and thin, lost beneath dusky, soulful eyes that caused many of those who studied her to imagine that she must be some brooding, mysterious Carpathian princess. . . . She was superbly cast for the moment, bursting upon the world with the first perfect Olympic gymnastic score, a 10.0, on the first day of competition, thereby dramatically ridding Montreal of much of the rancor and turmoil of international politics. Nadia Comaneci (Nad-ya Koh-ma-netch) was brilliant and beguiling, and because of her youth a great sense of hope and history was instantly attached to her.

—FRANK DEFORD





◀ Prince markets a king-sized racket.

## INCIDENTALLY WAR ON ICE

The Philadelphia Flyers' reputation for roughness on ice is hitting home. As a local TV sportscaster told of a brawl between the Flyers and the Atlanta Flames, the film clip showed a scene from the Angola civil war.

## WE'RE NO. 1



▲ Nelson Rockefeller



▲ The NBA absorbs four ABA teams and, not least, Dr. J.



◀ Fidrych and a feathered friend.



▲ A Super catch by the Steelers' Lynn Swann.



Finally,  
a sequel that's  
better than the  
original.



SEAT BELTS MAKE SENSE. DRINKING AND DRIVING DOESN'T.  
©1989 HYUNDAI



## Introducing the all-new 1990 Excel.

The original Hyundai Excel was quite a performer. Combining dependability and value, it became America's most popular import. With all that, what do you do for an encore?

Presenting the all-new, totally redesigned 1990 Hyundai Excel. From its aerodynamic hoodline and sculptured exterior to its body-colored bumpers and stylish wraparound headlights, the Excel is a car that will turn more than a few heads.

But the beauty of this year's Excel goes beyond its sleek, distinc-

tively clean lines. Out on the highway, the front-wheel-drive Excel is engineered to respond quicker and smoother than ever. The result of a new 1.5-liter multi-point electronically fuel-injected engine that delivers a 20% boost in horsepower as well as improved acceleration and fuel economy.

And sure to add to the pleasure of driving is the Excel's impressive list of standard features. The GLS comes with a 5-way-adjustable driver's seat, electronically tuned AM/FM stereo cassette system, tilt steering wheel, even an optional power sunroof.

Along with all of these amenities, the new Excel is also generous

on space. Inside, you'll find a roomier interior that can comfortably accommodate five adults.

As you can see, a lot of changes have been made. But there's one area that will look quite familiar: and that's the price. The Excel still offers the kind of value that has made it the best-selling imported car for the last three years.

For 1990, the all-new Hyundai Excel is making more sense than ever. So call 1-800-826-CARS for the location of the dealer nearest you. If you liked the original, and over 800,000 of you did, just wait until you see the sequel.

The Excel from  
**HYUNDAI**  
Cars that make sense.





# 97

Audiences are transfixed by *Star Wars* on the big screen, *Roots* on the small screen and *Annie* on the stage. Horseplayers cheer Steve Cauthen, whose mounts earn \$6 million plus. Bravo to the Yankees, Cowboys, Trail Blazers and Canadiens, and Notre Dame in football and Marquette in basketball.



▲ Seattle Slew wins the Triple Crown.



“  
When Steve and I die, we are going to be buried in the same cemetery, 60' 6" apart.  
”

—PHILLIE CATCHER TIM MCCARVER, WHO CATCHES ALL OF STEVE CARLTON'S GAMES THIS YEAR

◀ Cancel my subscription.

## INCIDENTALLY COMPASS ADJUSTMENT

Golfer Andy North's sister Pamela has married. Her new name is Pamela South.



▲ Walter Payton rushes for a one-game record 275 yards.

## WE'RE NO. 1



▲ The Bird, the bird.



# Newport



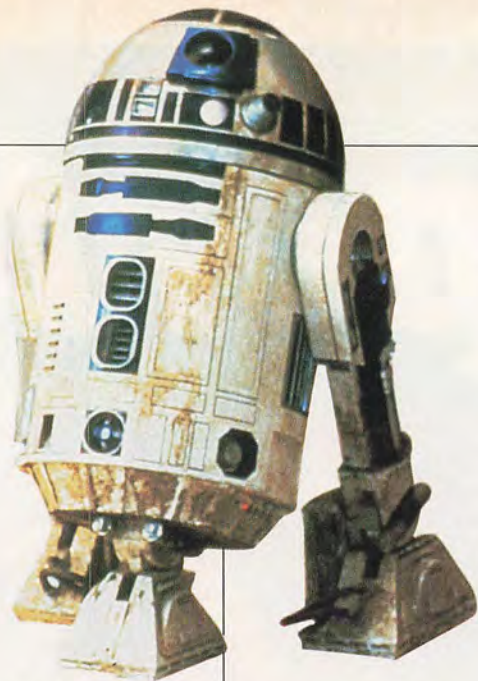
***Alive with pleasure!***

***After all,  
if smoking isn't a pleasure,  
why bother?***

**SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.**

Kings: 17 mg. "tar", 1.3 mg. nicotine av. per cigarette by FTC Method.





▲ License plate sound-alike: R2D2.

▼ Meadowlands milestone: Pelé bows out.



► In '61, A.J. Foyt won his first Indy (page 72). Now he wins No. 4. My, can it be 76 pages ago already?



## IN SI'S WORDS

### ▲ TOM BEATS THE BEAR

Go ahead and mark it as the end of an era in professional golf if you're absolutely sure that Jack Nicklaus has been yipped into the sunset years of his career by the steel and nerve and immense talent of Tom Watson.

You could argue that way now, in these hours after Tom Watson has become the new king of the sport in a kingly land; when Watson has

▲ Nicklaus and Watson get better acquainted during a rain delay.

already become the Player of the Year, not to mention the future; when he has done it in the most memorable way in the annals of golf; and when he has done it for the second time in this season to the greatest player who ever wore a slipover shirt—Jack Nicklaus.

You could also say it very simply with numbers. In the last two rounds of last week's British Open, Tom Watson shot 65 and 65 to beat Nicklaus by one stroke. Oh, by the way, they were playing together. Oh, yes, and another thing: Watson's 72-hole total was 268, which was a new record by only eight shots.

—DAN JENKINS



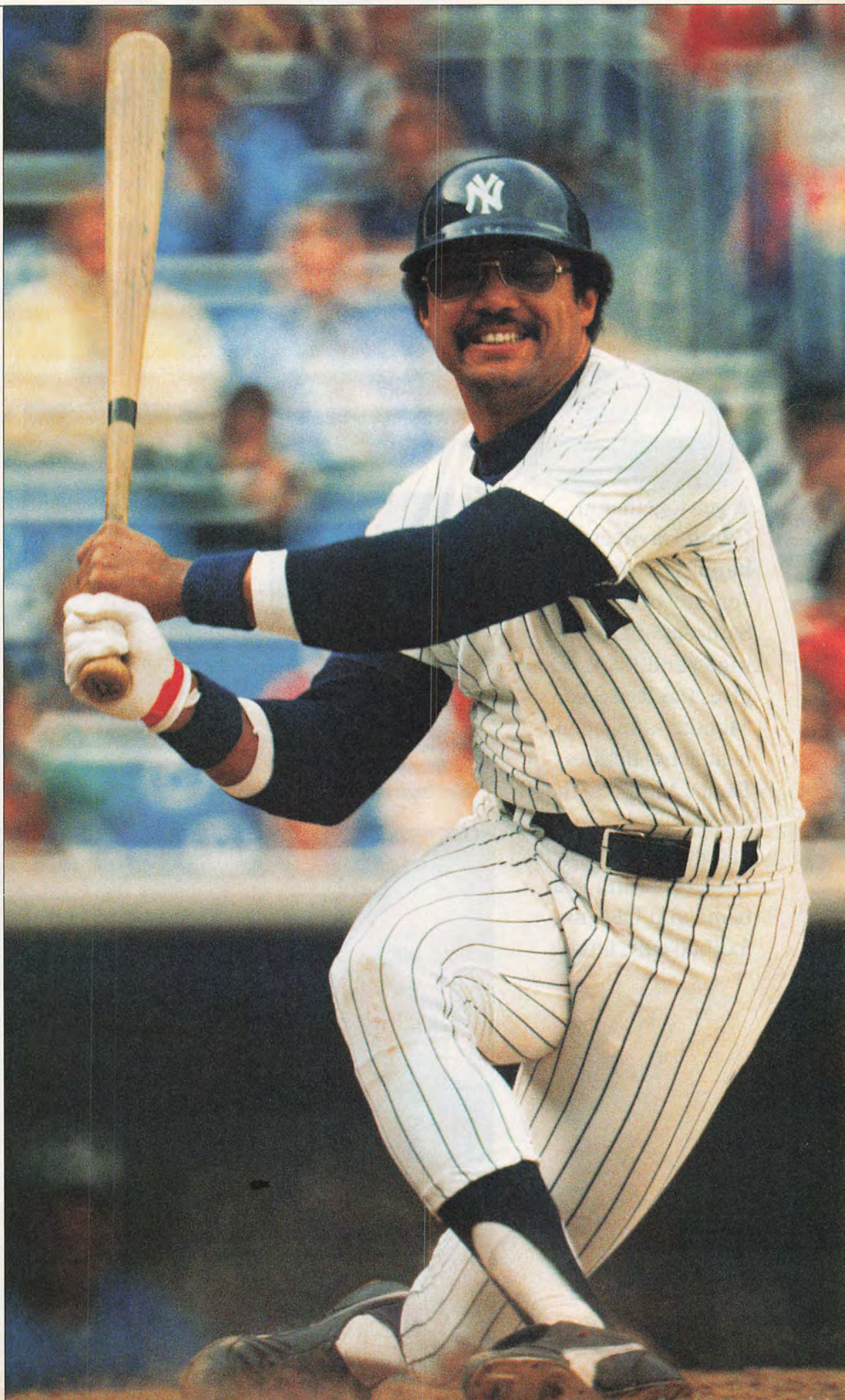
► **Reg-gie! Reg-gie!** The Yankee slugger shows how to do it. He also puts on a demonstration in the Series, with three homers in Game 6.

## **INCIDENTALLY COME AGAIN?**

A big spool of red tape for bureaucratic creativity goes to the NCAA, which announced that it has just created a "Committee on Committees subcommittee."



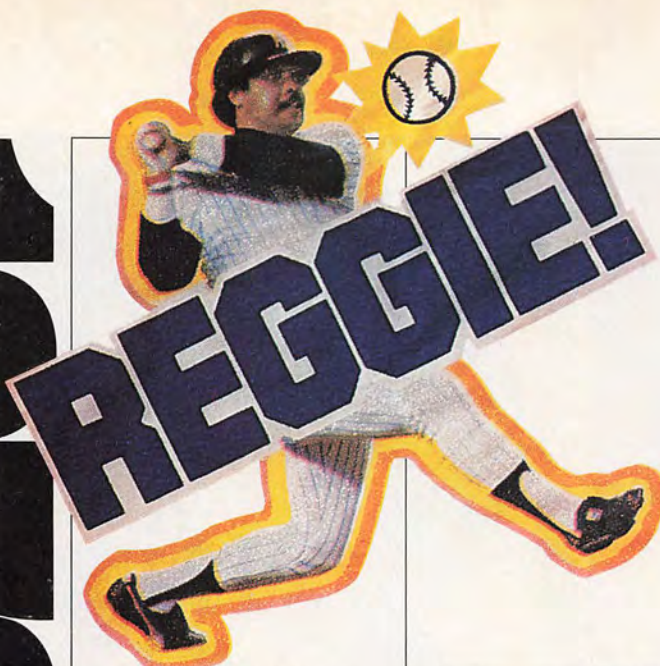
▲ **Elvis Presley dies at 42. Would we lie?**





# 1988

A get-together at Camp David ends happily, a gathering in Jonestown in tragedy. Saturday-night fever rages, and Bucky Dent gives the Red Sox a Monday-afternoon headache. Besides Dent's Yankees, the Steelers, Bullets, Canadiens, Kentucky in basketball, and Alabama and USC in football earn laurels.



▲ A big rapper's candy wrapper.



▲ Nancy Lopez wins nine tournaments.



▲ Billy Martin resigns.



## INCIDENTALLY

### CALL OF THE WILD

Branford Angier, author of *Living off the Country*, *Survival with Style*, *Bobcats Before Breakfast*, *We Like It Wild*, *Edible Wild Plants* and *The Master Backwoodsman*, lives in a condominium.



▲ Michael Jordan is 15.

◀ In the Preakness, as in the Derby and the Belmont, it's Affirmed (right) yea, Alydar neigh.



Give and ye shall receive \$20.



From Kodak to you—a \$20 rebate, with proof of purchase, when you buy a Kodak S series camera, S900 tele.

It switches from normal to telephoto lens at the touch of a button, has a powerful automatic flash, is easy to load, and automatically adjusts to most film speeds. Give an S900 and get 20 happy returns.

**KODAK 35 mm cameras. For the best pictures of your life.**

This offer is valid on Kodak S900 cameras purchased by January 31, 1990.  
© Eastman Kodak Company, 1989





**“**  
**Kansas State**  
**hasn't won a**  
**Big Eight**  
**championship in**  
**40 years. I told**  
**them that if I**  
**don't win a**  
**championship in**  
**that same**  
**length of time,**  
**I'll resign.**  
**”**

—JIM DICKEY, NEW  
 WILDCAT FOOTBALL COACH



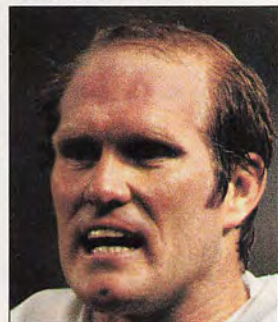
▲ Arkansas's Sidney Moncrief contemplates a dunk.



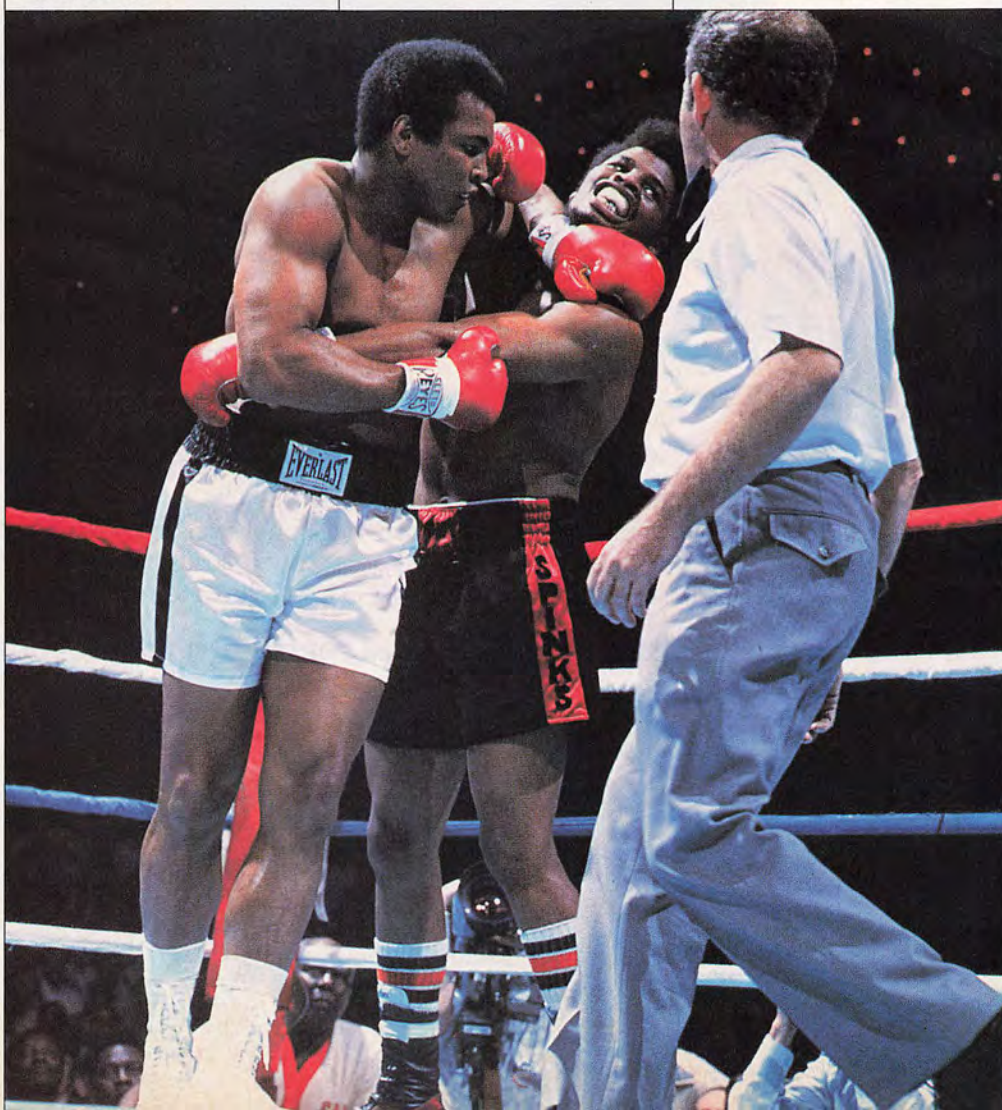
▲ Woody Hayes punches out as Ohio State's coach.

▼ Here, Leon Spinks takes Ali's title. Ali will reclaim it seven months later.

## RESODDED



▲ Terry Bradshaw







## OUR 5-DISC CD CHANGER GIVES YOU AT LEAST 5 HOURS OF UNINTERRUPTED PLAYING TIME.

At Technics, we firmly believe that magnificent music should bring an audience to their feet in a concert hall. But not in a living room.

That's why we designed our new SL-PC20 5-Disc CD Changer. Thanks to its unique top-loading rotary design, you can change four discs while the fifth keeps playing. So you can keep the music going, nonstop, all night if necessary.

Plus, the SL-PC20 allows you to play any combination of five 3-inch or 5-inch discs in a row. It has a 25-key

wireless remote control. And a high-speed linear access motor.

All together, they allow you to swiftly go from one track to another in a random order, as often as you want. Without ever leaving the comfort of your sofa.

But while your mind may be concentrating on other matters, the Technics CD Changer is always paying close attention to the music. Because its quadruple oversampling digital filters and two separate digital-to-analog converters together help to deliver the cleanest possible sound.

The Technics 5-Disc CD Changer. Because, we think the music from your CD Changer should continue as long as the mood does.

### FREE CD OFFER

Get 2 free CD's plus up to 12 more with a free membership in the BMG Compact Disc Club, when you purchase any Technics CD player between Sept. 15 and Dec. 31, 1989. See your participating Technics dealer for details.

**Technics**  
The science of sound

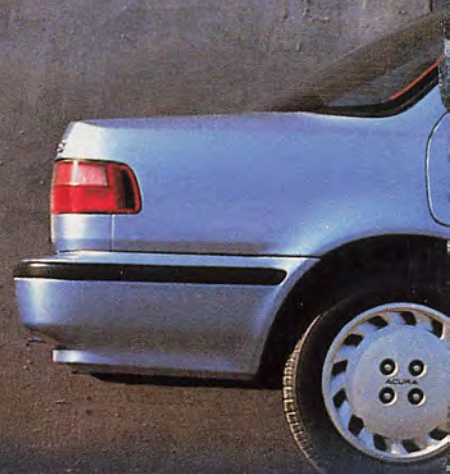


Since its introduction three years ago, the Acura Integra sports sedan has set a new standard for driving enjoyment. Captured the hearts of more than 200,000 satisfied owners. And racked up an array of honors that reads like every automaker's wish list.

It was twice named one of *Car and Driver* magazine's "10 Best Cars." And for the last three years it's claimed the number one spot among all other cars—both import and domestic—in the prestigious J.D. Power and Associates Customer Satisfaction Index\*\* survey of product quality and dealer service.

With this in mind, you might expect our engineers to rest on their laurels. But they haven't. Because their own tougher standard for automotive excellence demands constant evaluation. And relentless evolution.

**INTRODUCING THE 1990  
ACURA INTEGRA. THE ONLY  
THING WE DIDN'T CHANGE  
WAS OUR PHILOSOPHY.**



\*Car and Driver 1/87 & 1/88. \*\*1987, 1988 & 1989 J.D. Power and Associates Customer Satisfaction Index™ with product quality and dealer service.  
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Evolution that led to the new 1990 Acura Integra. With a redesigned 1.8-liter engine that will make your speedometer—and your heart—race even faster. A new front and rear double-wishbone suspension that helps conquer your favorite stretch of curves. And an available Anti-Lock Braking (ALB) system that helps the Integra retain steering control under extreme braking conditions. A feature few other cars in its class can boast.

Of course, to some people, going to such lengths to redesign an automobile that was already one of the most successful cars of the decade may seem excessive. But judging by the last three years, nothing succeeds like excess.

For more information, or the dealer nearest you, call 1-800-TO-ACURA.

**ACURA**

*Precision crafted performance.*





# 1979

The gas station lines are long, so let's stay home and watch TV. Tractor-pull competition on this new ESPN channel. Open me a Billy Beer, will you? Hey, I see where the Pirates, Steelers, SuperSonics, Canadiens, Magic Johnson's Michigan State and Alabama have all won, just like I told you they would. This stuff tastes like swill.

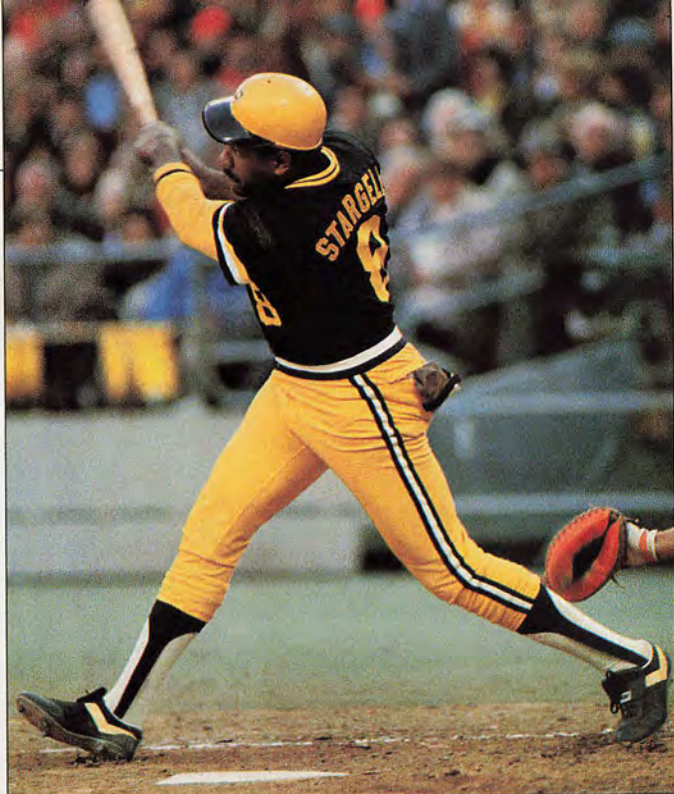


▲ **Buck failure:**  
The Susan B. Anthony dollar.

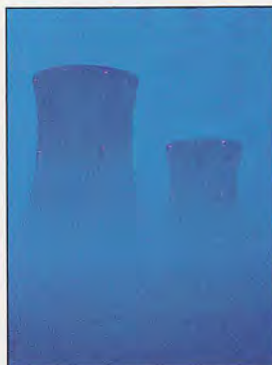


▲ **Billy Martin is fired.**

▼ **Magic's team beats**  
Indiana State in the  
NCAA final, but matters  
between Larry Bird and  
him are far from settled.



▲ **Buc success: Series**  
MVP Willie Stargell.



▲ **Meltdown at Three**  
Mile Island.

## FACE IN THE CROWD



**Greg LeMond**

CARSON CITY, NEV.

LeMond, 18, the U.S. junior cycling champion, won a gold, a silver and a bronze medal at the Junior World Championships in Buenos Aires to become the first American cyclist to earn three medals in a single world or Olympic competition.



Chances are 1 in 432  
he'll be a doctor.

Chances are 1 in 350  
he'll be a lawyer.

Chances are 1 in 107  
he'll be a teacher.

Chances are 1 in 5  
he'll be illiterate.



Most children dream of becoming doctors, lawyers, and teachers. Yet twenty percent of American children are excluded from those dreams.

Illiteracy begins as an embarrassing problem. Eventually, it becomes crippling.

To fight illiteracy, we've got to reach out to kids while they're receptive. That's why *Sports Illustrated For Kids* emphasizes something kids want to read about—sports.

The 31 advertisers listed below have supported *Sports Illustrated For Kids* in developing a magazine donation program that reaches children in communities with a high rate of illiteracy.

In addition to paid subscribers, 250,000 school-children will receive *Sports Illustrated For Kids* free each month, making this the single largest national literacy program of its kind.

Whatever your child's dream, make sure he has the best chance of reaching it. Make sure he can read.







▲ **Chocolate Thunder**  
shower: Darryl Dawkins  
shatters two glass back-  
boards in 22 days.

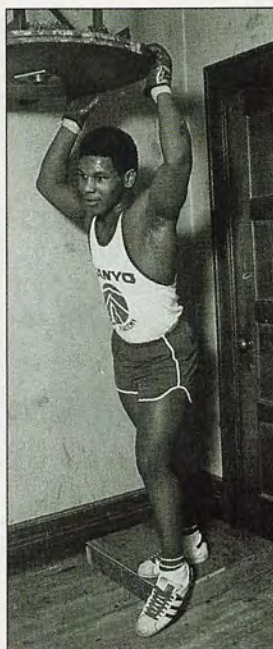
## RESODDED



▲ **Howard Cosell**

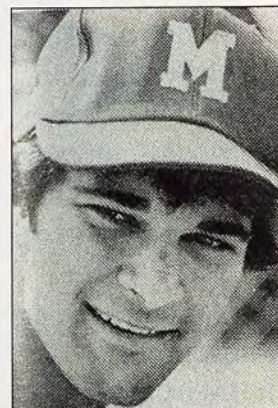
“  
I told him I  
wasn't tired. He  
told me, 'No, but  
the outfielders  
sure are.'  
”

—JIM KERN, TEXAS  
RANGERS PITCHER, ON BEING  
REMOVED BY A MANAGER



▲ **Mike Tyson is 13.**

## FACE IN THE CROWD



### Don Mattingly

EVANSVILLE, IND.  
Mattingly, 18, an out-  
fielder-pitcher, batted  
.500 and .552 over the  
past two seasons to lead  
Reitz Memorial High to  
a 59-1 record. He had  
140 RBIs in four years  
for the Tigers, equaling  
the highest total ever in  
scholastic baseball.

▼ **New York's own John  
McEnroe wins the first of  
his four U.S. Opens.**





# Nobody has the Carlton combination.

1.  
Lowest  
tar.  
(1 mg.)



2.  
Lowest  
nicotine.  
(0.1 mg.)



3.  
"The taste  
that's right  
for me."

*U.S. Gov't. Test Method confirms of all king soft packs:*

**Carlton is lowest.**

King Size Soft Pack: 1 mg. "tar", 0.1 mg. nicotine av. per cigarette by FTC method.

© The American Tobacco Co. 1989.

**SURGEON GENERAL'S WARNING:** Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.



# 1980

Bing Crosby's daughter (it now can be told) shoots J.R. Less suspensefully, Ronald Reagan routs Jimmy Carter, whose decision it was to boycott the Moscow Olympics. The Phillies, Raiders, Lakers and Islanders win in the pros; Louisville's Doctors of Dunk and Herschel Walker's Georgia Bulldogs in the college ranks.



▲ Gipper Power.



▲ John Lennon (1940-80)

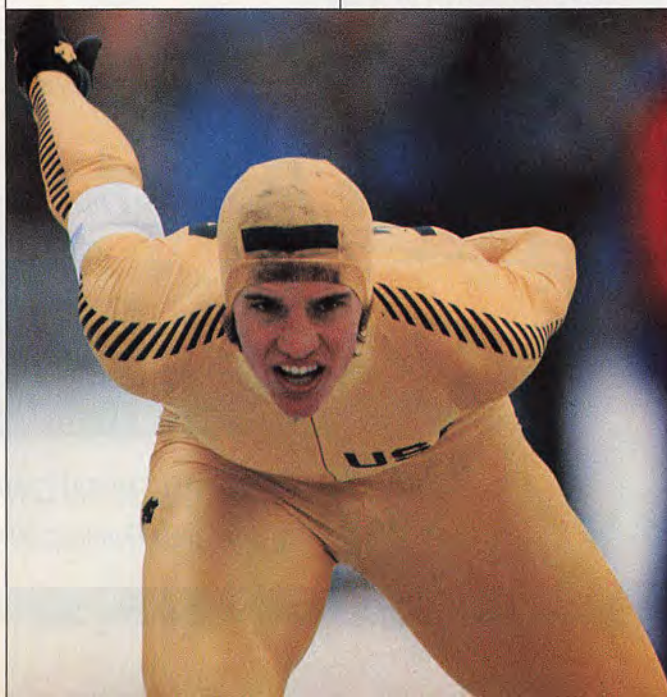


▲ Boston Marathon impostor Rosie Ruiz: "What's a split?"

“  
They wouldn't  
need a  
torch. They  
could just  
light  
Lake Erie.  
”

—LYNN DIXON, COLUMBUS  
RADIO REPORTER, ON  
CLEVELAND AS A POSSIBLE  
ALTERNATIVE OLYMPIC SITE  
FOR BOYCOTTING NATIONS

▼ A five-gold Lake Placid haul for Eric Heiden.



## IN SI'S WORDS

### ► MIRACLE ON ICE

For millions of people, their single, lasting image of the Lake Placid Games will be the infectious joy displayed by the U.S. hockey team following its 4-3 win over the Soviet Union. It was an Olympian moment, the kind the creators of the Games must have had in mind, one that said: Here is something that is bigger than any of you. . . . The American players . . . hugged and danced and rolled on one another. The Soviet players, slightly in awe, it seemed, of the spectacle of their defeat, stood in a huddle near their blue line, arms propped on their sticks, and waited for the ceremonial post-game handshakes with no apparent impatience. There was no head-hanging. This was bigger, even, than the Russians. "The first Russian I shook hands with had a smile on his face," said Mark Johnson, who had scored two of the U.S. goals. "I couldn't believe it. I still can't believe it. We beat the Russians."

—E.M. SWIFT



■ U.S. 4, U.S.S.R. 3.  
(Photograph by Heinz  
Kluetmeier)







## INCIDENTALLY PRIORITIES

A four-member panel searches for a chancellor to head the University of Nevada. A 17-member panel searches for an athletic director for the school's Las Vegas campus.

▲ Bjorn Borg outlasts John McEnroe 1-6, 7-5, 6-3, 6-7 (16-18), 8-6. Will any other man ever win five Wimbledon titles in a row?

“  
I understand the TV show ‘That’s Incredible!’ has been filming on the USC campus. They shot 12 football players attending class at the same time.  
”

—GEORGE RAVELING,  
WASHINGTON STATE  
BASKETBALL COACH (AND  
LATER COACH OF, UH, USC)



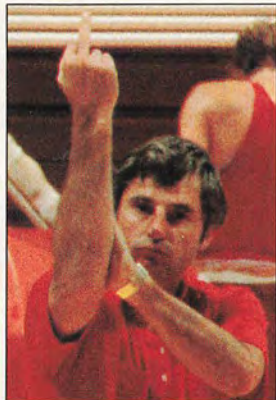
▲ At 23, Seve Ballesteros becomes the youngest Masters winner.



▲ From no mercy to no mas: In their first bout, Roberto Duran outslugs Sugar Ray Leonard, but he quits (above) in their rematch five months later.



## WE'RE NO. 1



▲ Bobby Knight

INCIDENTALLY  
BELTING THE CHAMP

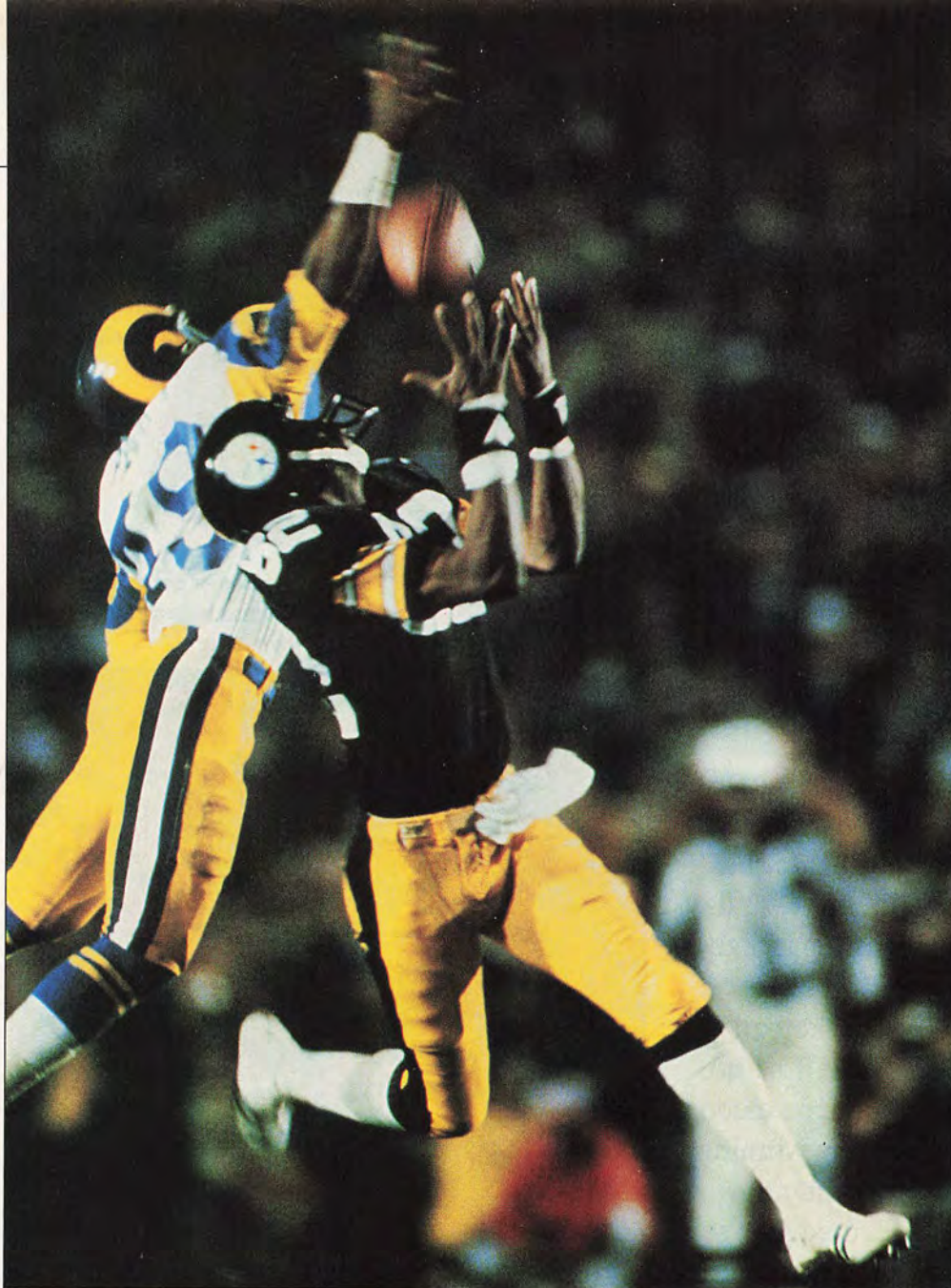
Exchange at the start of a Washington-New York flight:

STEWARDESS: Mr. Ali, please fasten your seat belt.

MUHAMMAD ALI: Superman don't need no seat belt.

STEWARDESS: Superman don't need no plane, either.

▼ Sebastian Coe wins the Olympic 1,500. He'll repeat in '84.



▲ A Super Bowl-winning grab by John Stallworth, a fourth ring for the Steelers.

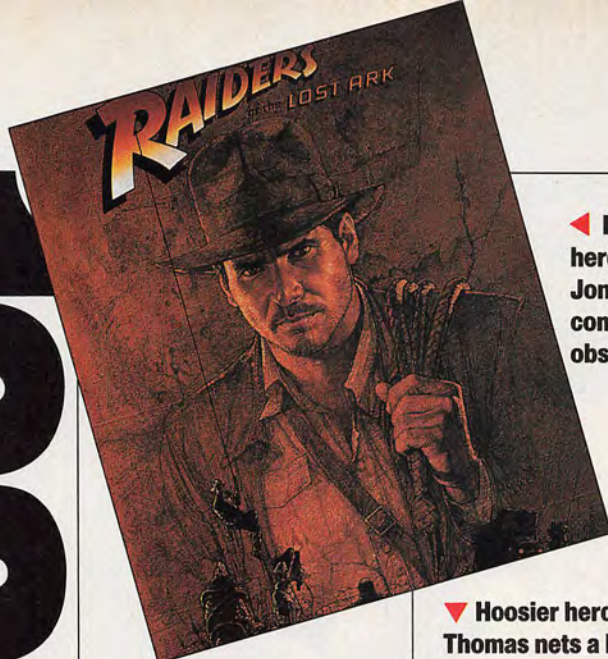
► Mount St. Helens blows its top.





# 1981

On Ronald Reagan's first day in office, Iran releases the U.S. hostages. On his 69th day, he is shot. That night, Indiana wins the NCAA basketball title. Baseball is also played under a cloud, the Dodgers winning the Series after a strike-caused split season. Other winners: the Celtics, the Islanders and, in football, the 49ers and Clemson.



◀ **Hoosier hero: Indiana Jones overcomes some obstacles.**

▼ **Hoosier hero: Isiah Thomas nets a Final Four memento.**



▲ **This is how many no-hitters Nolan Ryan has thrown. Nobody else can make this claim.**

## FACE IN THE CROWD

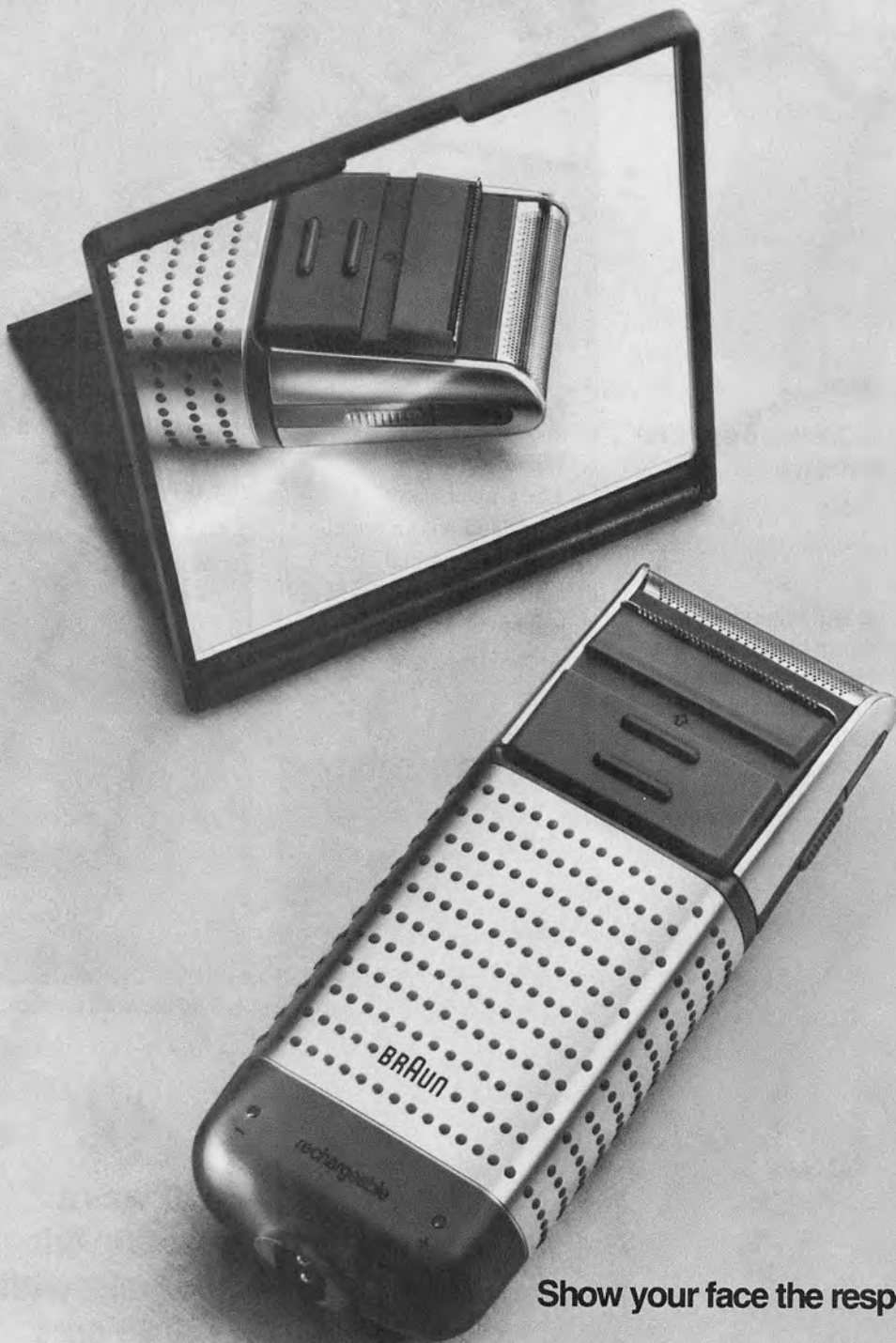


**Vincent Jackson**

BESSEMER, ALA.

Vincent, who recently completed his junior year at McAdory High, won four events at the state AAA track meet, including the triple jump with a state-record 48' 7¼". He also won the state decathlon title and hit .432 for the baseball team.





**Show your face the respect it deserves.**

At Braun, we regard shaving as something you do *for* your face, rather than *to* it.

It is this attitude that inspired the design of the Braun three position switch. Position One activates the platinum-coated, micro-thin foil and cutterblock system,

a combination that assures perfect smoothness, even in close contact with sensitive skin. Anything less compromises comfort.

Position Two couples this cutting action with the trimmer feature for grooming longer, awkward hairs on the

neck. And Position Three extends the trimmer head for precise visual control when trimming sideburns or mustache. Anything less compromises closeness.

Braun has become the number one selling foil shaver in the world because

every design element has only one purpose: to give you the excellent shave your face deserves.

Anything less is a compromise, in every respect.

**BRAUN**

Designed to perform better.



1981



▲ Goodbye deejays, hello veejays.



▲ In a strike-dimmed season, Fernando Valenzuela is a bright light.

▼ The Mahre twin shown here is Phil, the first American to win the World Cup title. Brother Steve places fourth.



## INCIDENTALLY TEDIOUS TERPS

The University of Maryland has an athletic director named Dick Dull and a football tackle named Les Boring.



▲ Susan Brown becomes the first woman coxswain in the Oxford-Cambridge race's 152-year history.



▲ And we're all invited!

“  
It was a beautiful thing to behold, with all 36 oars working in unison.  
”

—JACK BUCK, ST. LOUIS CARDINALS BROADCASTER, AFTER CATCHING A GLIMPSE OF GEORGE STEINBRENNER'S YACHT ON TAMPA BAY



# A BIG-SCREEN TELEVISION THAT OVERWHELMS YOUR SENSES. NOT YOUR LIVING ROOM.



PICTURE-IN-PICTURE



SWAP



FREEZE



ZOOM



CHANNEL GUIDE



SURROUND SOUND STEREO



CHANNEL CAPTIONING



THE RCA 31" COLORTRAK 2000™

While many large-screen televisions are imposing to look at, all too often their size makes them impossible to live with.

The new RCA 31" ColorTrak 2000™ television, you will be happy to learn, is an exception. With a cabinet depth of only 20.5 inches.

A fact you may find remarkable, considering that into its streamlined dimensions the 31" ColorTrak 2000 packs electronics so advanced, you can watch TV in ways you never before thought possible.

Witness the eye-catching displays before you. Including picture-in-picture viewing\*, freeze, zoom, and an ingenious multi-channel guide.

Naturally, our new television doesn't limit its appeal solely to the visual sense. It also comes with Surround Sound stereo to envelop you in audio of movie-theater vividness\*\*.

And, for ease of operation, it's equipped with one of the most comprehensive remotes in the industry. Capable of controlling not only each function of your television set, but key functions of all major brands of VCR and cable converter, as well.

If you'd like your senses overwhelmed by the new 31" ColorTrak 2000, it can be arranged with the minimum of inconvenience at your nearest RCA dealer.

And, from then on, with even less inconvenience in your living room.



**RCA**

NUMBER ONE WITH THE Toughest CRITICS IN THE WORLD™

\*VCR required for picture-in-picture function. Pictures simulated. \*\*Additional set of speakers required for Surround Sound stereo. © 1989 Thomson Consumer Electronics, Inc.



# 1982

War in the Falklands, cyanide in the Tylenol, Israel in Lebanon, toxic waste in the ground, Dustin Hoffman in drag, Michael Jordan's shot in the basket, Gordon Johncock in a close one. The Cardinals, Redskins, Lakers, Islanders, Jordan's Tar Heels and Joe Paterno's Nittany Lions in the money.



▲ The hands of a thief: Rickey Henderson swipes 130 bases.



▲ Tracy Austin beats a 13-year-old making her pro debut. The kid's name is Steffi Graf (right), her take, \$725.

▼ Spielberg strikes again.

▼ Hyped duel: Sampson's Cavs push aside Ewing's Hoyas.





GOOD NEWS

# Golfer Drives 536-Yd. Green!

*THANKS TO FIREMAN'S FUND  
LOSS CONTROL EXPERTS,  
GOLFERS AT BONITA BAY  
ARE NEVER AT A LOSS  
FOR CARTS.*

You may not think about insurance when you're driving down the fairway after a gorgeous tee shot. But the manager of the golf course is.

Theft of golf carts more than doubled in the last five years.

That's why Fireman's Fund loss control experts have advised Bonita Bay and other clubs on ways to deter loss and vandalism.

Good news to anyone who's ever walked 18 holes in the Florida sunshine. And good news to club owners and managers.

For over 126 years Fireman's Fund has insured good news. By working with the finest independent agents and by focusing on property and casualty insurance, we've provided the highest quality coverage.

Our policies have enabled homes to be built, businesses to be started, goods to be moved. We've helped the country work and play and grow.

But the best news of all may be our unparalleled financial integrity. We not only settle claims quickly but do everything possible to see that they don't occur in the first place.

Ask your independent agent for a quote from The Fund. He just might come in under par.



Approaching the 15th green at Bonita Bay Club, Bonita Springs, Florida.

© 1989 Fireman's Fund Insurance Company

Fireman's Fund. We Insure Good News.



Fireman's  
Fund



# 1982



▲ A 212-point season? It can't be done, but the Great Gretzky does it.



▲ Cal beats Stanford. And the band plays on.



◀ Stretch, flex, bend, ogle.

## IN SI'S WORDS

### ► THE CATCH

The Cowboys gathered themselves for one last rush. Montana scrambled right. Solomon was covered. Too Tall Jones and Larry Bethea and a blitzing D.D. Lewis were closing in, forcing Montana to the sidelines. "I wasn't going to take the sack," he said. "I couldn't see Dwight open. I knew he had to be at the back of the end zone. I let the ball go. I got hit and wound up on my back. I rolled over. I saw Dwight's feet hit the ground. I heard the crowd screaming."

They were screaming partly from the memory of another great 49er combination, Y.A. Tittle to R.C. Owens, the famous Alley Oop, only this time it was Clark who climbed the sky wire and came down with six points with 51 seconds left. "It was over my head," Clark said. "I thought, 'Oh-oh, I can't go that high.' Something got me up there. It must have been God or something."

—PAUL ZIMMERMAN

■ Clark's catch wins the NFC title game for San Francisco, 28-27. (Photograph by Walter Ioss Jr.)











# The More You Drive It Looks Like A

At first glance, the new Subaru Legacy wagon looks like a rather large, rather luxurious station wagon.

Which is exactly what it is.

But get behind the wheel and all resemblance to other wagons disappears.

The moment you step on

©Subaru of America, Inc. 1989.

the gas, you'll feel acceleration that will make you think you're driving something more like a performance car. Thanks to the Legacy Wagon's incredibly advanced 16-valve horizontally opposed aluminum engine. Designed for maximum performance and power, it's a design

used by only two other car makers: Ferrari and Porsche.

When you round your first curve, you'll experience the effect of its high-stability independent suspension. Climb your first hill and you'll sense the efficiency of its electronic automatic transmission. Bring





# rive It, The Less Station Wagon.

the Legacy to a stop, and its computerized 4 wheel disc brakes will make the notion that you're in a wagon fade further from memory.

Should you experience its optional road holding computerized 4 wheel drive system in bad weather, you'll surely

stop comparing the Legacy to a wagon.

And when you see how much cargo space the Legacy offers, you'll realize the difference between a Legacy and other wagons is a big one. Literally.

In fact, the only thing

about the Legacy wagon that looks anything like ordinary wagons is the sticker price.

**Subaru® Legacy™**  
*We Built Our Reputation  
By Building A Better Car.*



# 1983

Korean Air Lines flight 007 is shot down, a barracks in Beirut is blown up, and a war in Grenada is over almost before it begins. Cabbage Patch Kids are born, and a pair of Bears—Bryant and Halas—die. Hooray for the Orioles, Raiders, 76ers and Islanders; Miami in college football, North Carolina State in basketball.



▲ A squawk over a bat. What is pine tar anyway?



▲ On top of the charts.



“  
Dealing with the press. After the demands of a game, my mind needs a rest.  
”

—BOBBY KNIGHT, INDIANA BASKETBALL COACH, ASKED WHAT PART OF COACHING HE LIKES BEST



▲ Not to be outdone by five-time U.S. Open victor Jimmy Connors (top), Tom Watson wins the British, also No. 5.

▼ A big decade so far for the Islanders, the NHL champs in '80, '81, '82 and '83.





## Accept No Limitations.

A mountain climber caught forever halfway up the slope, frozen there by the Minolta Maxxum® 7000i. Because camera and athlete were equal to the challenge.

Here, Maxxum's multi-pattern metering captured the full contrast between climber and snow. While Maxxum's powerful telephoto zoom—one of over 30 autofocus lenses—spanned the distance between mountains.

Put simply, Maxxum technology can help you surmount any obstacle. With its unmatched autofocus system, the possibilities are as limitless as your imagination.

Look for Minolta's USA 2-year camera/5-year lens limited warranty cards in your package. For more information, see your Minolta dealer or write: Minolta Corporation, 101 Williams Dr., Ramsey, NJ 07446. In Canada: Minolta Canada, Inc., Ontario. © 1989 Minolta Corporation.



# MAXXUM® 7000i

ONLY FROM THE MIND OF MINOLTA



MINOLTA



## IN SI'S WORDS

### ▼ A STREAK ENDS

Saturday dawned clear, breezy and almost cold. However, no sooner had the Twelves reached the America's Cup buoy, eight miles or so out into Rhode Island Sound, than the brisk northerly became a shifting, dying northerly, and at 1:50 p.m., with the wind around four knots, the racing was

postponed until Sunday. *Liberty* then signaled for a lay day, putting the Race of the Century off until Monday when, of course, the Cup was lost.

The Australians celebrated the end of America's 132-year reign long into the night. "This isn't goodbye to Newport," Bond said. "It's an open invitation to come to Perth and try to win it back."

—SARAH PILEGGI



▲ **M\*A\*S\*H** smash: 50.2 million households catch the TV series finale.

## INCIDENTALLY RETURN TO SENDER

How soon they forget. In *The Blue Book of College Athletics for 1982-83*, the ordinarily authoritative guide to almost everything you would want to know about intercollegiate sports, the address of Ohio State's athletic department is given as "410 Woody Herman Drive, Columbus, Ohio 43210."



▲ **Billy Martin is fired.**

## RESODDED



▲ **Rick Barry**

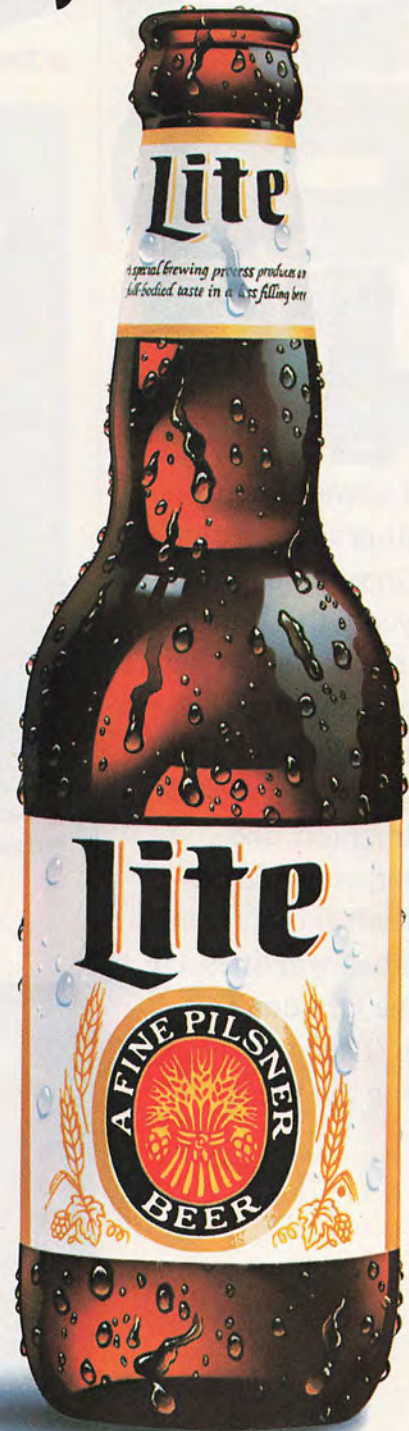
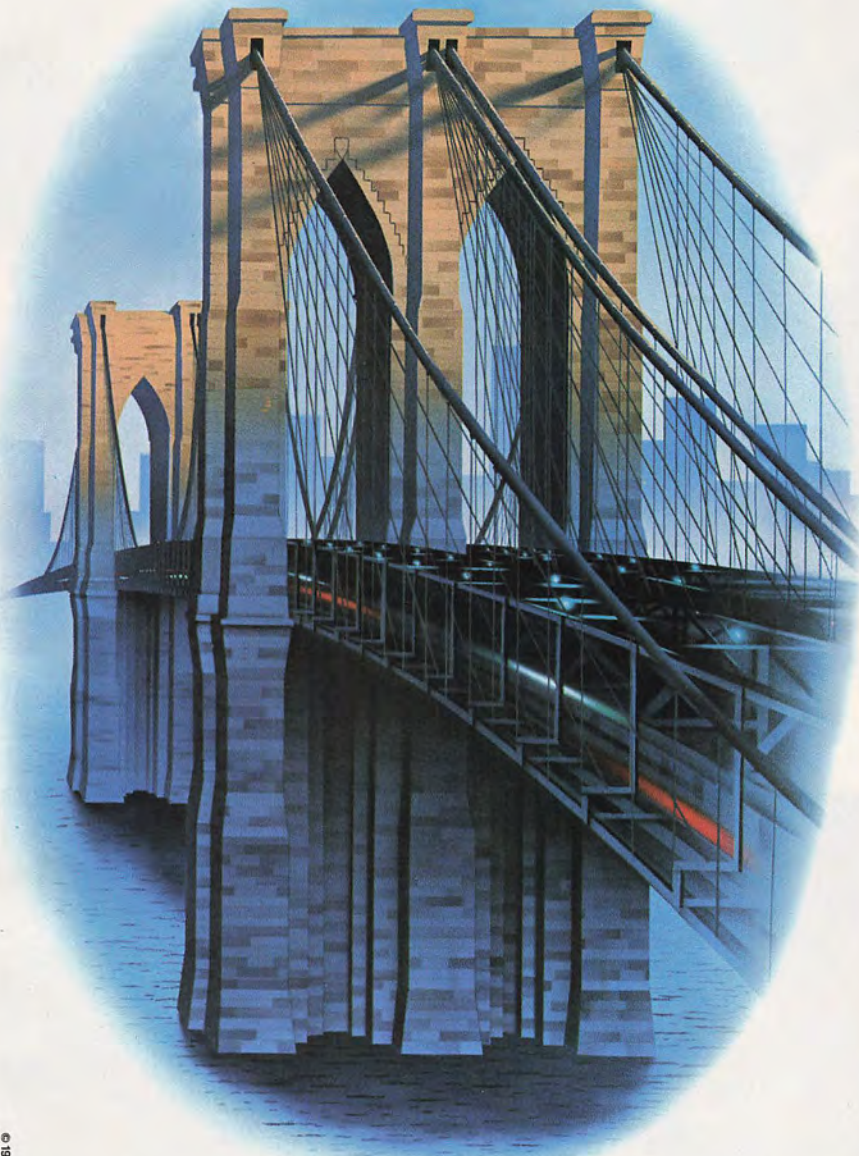


▲ **A buzzer-beating dunk stuns Houston and wins the NCAA for N.C. State.**





Which would you buy if  
you were thirsty and already owned  
a bridge in Brooklyn?



The choice is simple.  
America chooses the less filling beer that tastes great. Miller Lite.



# 1984

**MONDALE  
FERRARO**

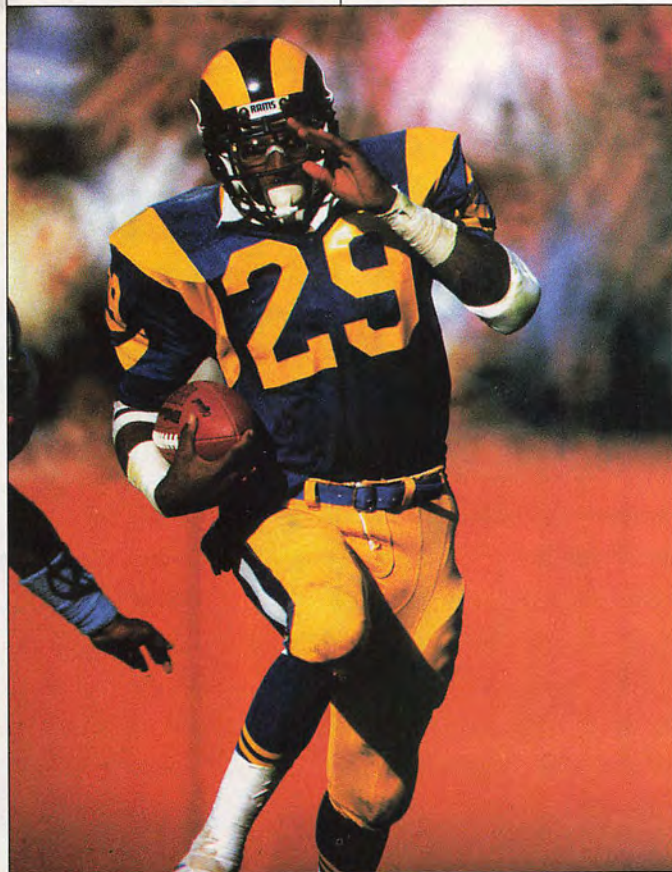
No woman veep, but getting closer. Another Summer Olympics boycott, this time led by the Soviets. A new board-game craze, Trivial Pursuit. The Tigers, 49ers, Celtics, Edmonton, and Georgetown in basketball and BYU in football win titles, but some fans don't notice. They're too busy doing the Wave.

▲ Ticket to nowhere.



▲ Vanessa Williams:  
Stripped.

▼ Eric Dickerson, the  
Rams' 2,105-yard man.




▼ Three big ones, the  
French, Wimbledon and  
U.S. Open, for Martina.





# VIGILANCE.



You've got to be on guard all the time when you're responsible for the welfare of others. When it comes to group benefits, The Guardian watches out for you in a cold, cruel world.

That's why more than 70 thousand corporate decision makers have turned to The Guardian. In 1988, a year in which more than a few insurers abandoned the employee benefit market, The Guardian's group sales grew by more than 20%. Last year alone, more than 18 thousand companies joined the ranks of our satisfied group planholders.

They know we put the full strength of our considerable assets—human and financial—to work for them. We know that small business and professional organizations have the same needs as large corporations. So we offer all groups, no matter their size, flexible plan designs, generous benefits, and fast, efficient claims service.

On the lookout for the finest group insurance available? Ask for a quote from The Guardian, the recognized leader.



## **The Guardian®**

**The Intelligent Choice  
in Employee  
Benefit Plans**

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Life  
Major Medical  
Dental  
Disability  
Cost Containment  
Alternate Funding

---

The Group Insurance Division  
The Guardian Life Insurance Company of America •  
• Est. 1860



1984



▲ Unbeaten since '77, Edwin Moses takes the Olympic 400 hurdles in stride.

“  
I don't  
understand the  
questions of  
things he can  
answer.  
”

—ED LYNCH, METS PITCHER,  
MARVELING AT THE  
ERUDITION OF TEAMMATE  
RON DARLING, A YALE GRAD

◀ Mary Lou: Retton scores big in the all-around.

▶ Mary loser: Decker takes a fall in the 3,000.  
(Photograph by David  
Burnett/Contact Press  
Images)









1984



▲ But the show, in L.A., goes on.



▲ Brash Bill Johnson is king of the downhill in Sarajevo.



▲ Greg Louganis dives for treasure in L.A., recovers two gold medals.

◀ An even bigger gold medal hoard—four of them—for Carl Lewis.





■ Torvill and Dean-Jayne and Chris to their mates back in Nottingham-ice the Olympic ice-dancing title. (Photograph by Manny Millan)



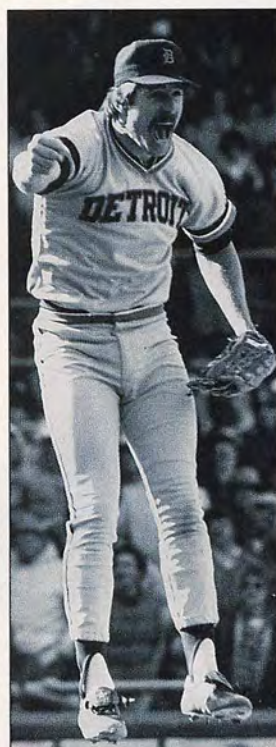


◀ The voters agree.

## WE'RE NO. 1



▲ Ilie Nastase



▲ The Tigers (above, ace Jack Morris) roar to a 35-5 start.



▲ Running guru Jim Fixx dies, at 52, while jogging.

## INCIDENTALLY MERGER MONIKER

Now that the Oakland Invaders and the Oklahoma Outlaws of the USFL have agreed to merge, it has been suggested that the combined team be called the Inlaws.

▶ Doug Flutie to Gerard Phelan; Boston College 47, Miami 45.

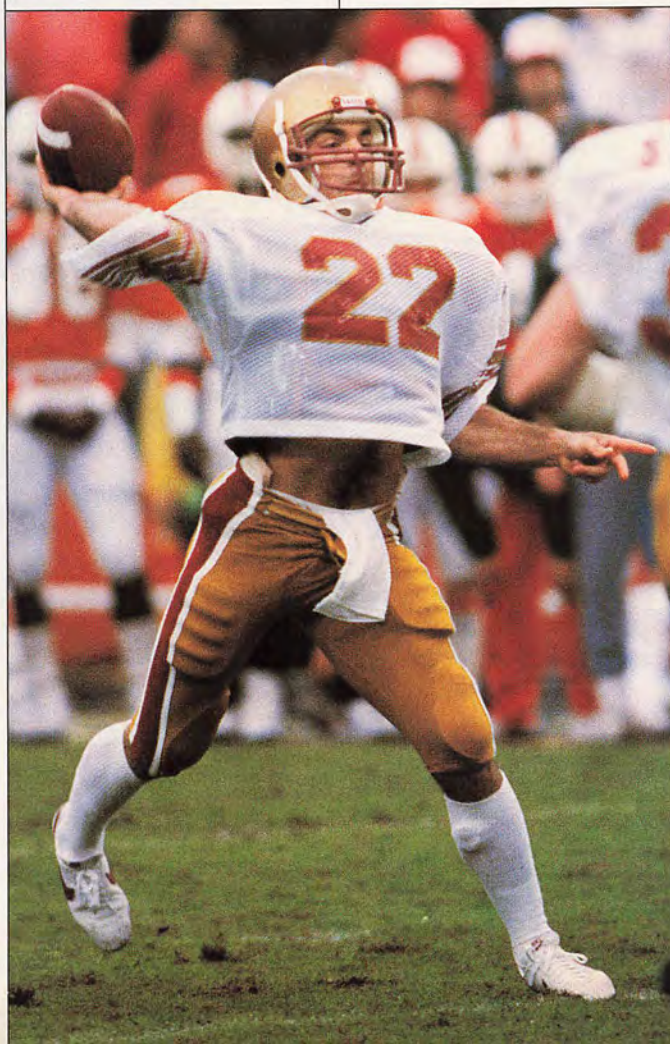
## IN SI'S WORDS

### ▼ HAIL MARY

After Flutie sidestepped Brown, he circled back and around, and was at his 37-yard line when he came forward, planted his left foot and let fly. He said he "really did see Phelan break clear. He was the guy I wanted to get it to, but after I threw the ball, I didn't see anything much until the referee raised his arms. Then, I admit, I couldn't believe it, even when everybody started yelling and picking me up."

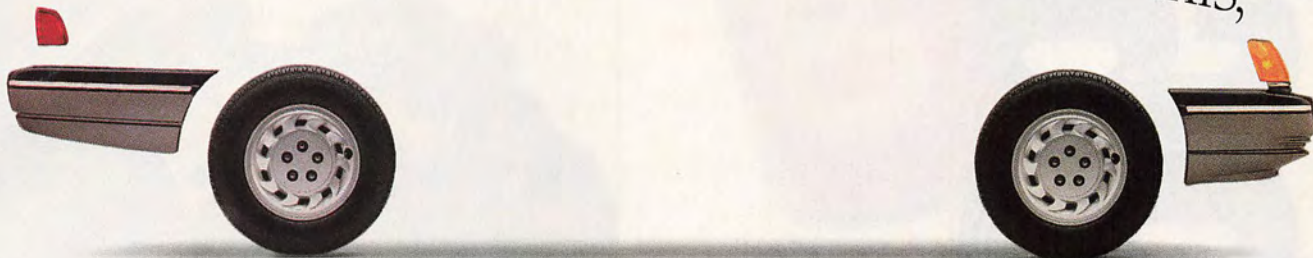
Neither could Phelan. Fullington mistimed his leap and was nudged off-balance on the way up by his own man, Sutton, as he also leaped. The ball whistled through their arms. Phelan said, "I saw him misjudge it, and I was thinking, 'Just tip it, keep it in play.' But I was falling and it came down right here [groin level] and when I rolled over, I could see writing on the ground. Colored writing. I was in the end zone!"

—JOHN UNDERWOOD

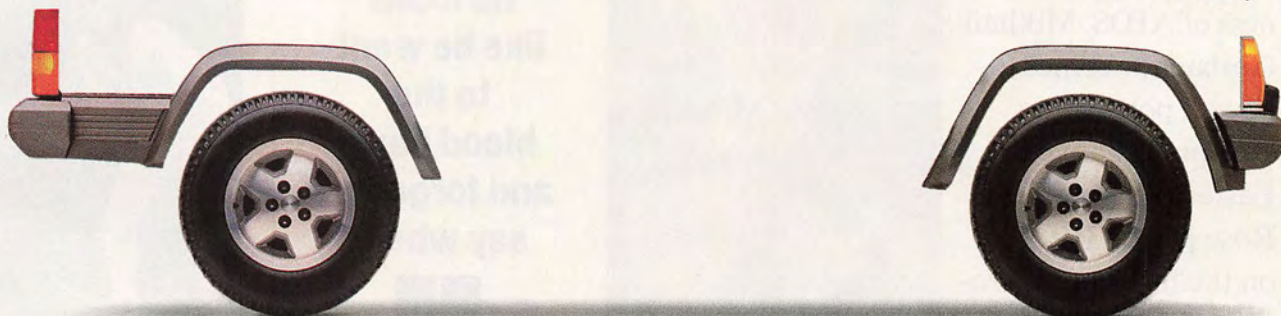




While most motor oils are made for needs like this,



Truck Guard is the first oil designed for needs like this.

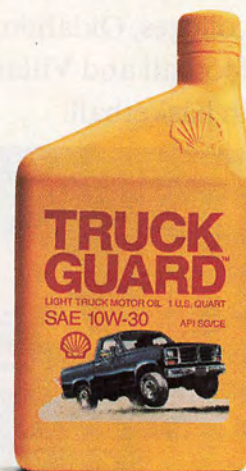


Your pickup, four-wheeler, van or other light truck just doesn't run like a car. And you wouldn't want it to. Because trucks are designed to carry or pull more, your truck's engine revs higher and works harder.

TRUCK GUARD™ is formulated with two exclusive additives not available from other oil

Finally, there's an oil that knows the difference.

companies. A special polymer keeps TRUCK GUARD from breaking down under high-rev stress. And Shell's own sludge-fighting detergent keeps truck engines cleaner, longer.



*Experience the Difference®*



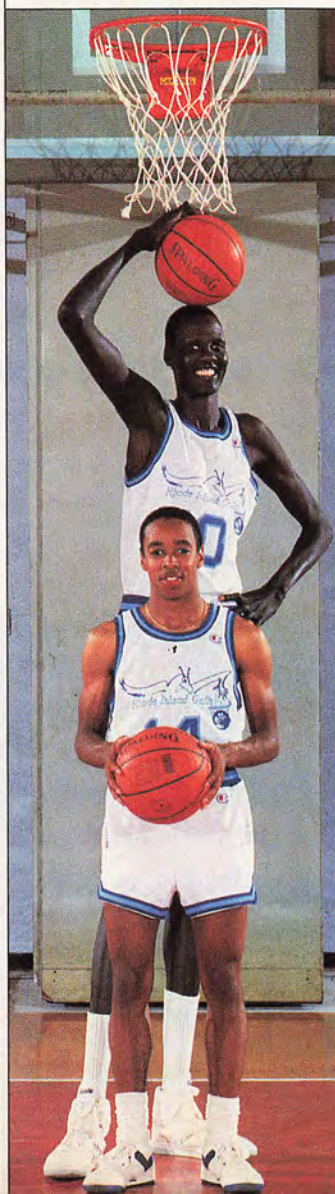
# ESSENCE



▲ See the Edsel (page 56).

▼ The long (7' 7" Ma-nute Bol), the short (5' 7" Spud Webb) and the wide (310-pound Refrigerator Perry) of it.

Rock Hudson dies, heightening awareness of AIDS. Mikhail Gorbachev comes to power, portending sweeping change in Eastern Europe. Pete Rose passes Ty Cobb on the hit parade. Trophies for the Royals, Bears, Lakers, Edmonton and, in the colleges, Oklahoma in football and Villanova in basketball.



▲ Libby Riddles is the first woman to win the Iditarod.

## FASHION PLATE



▲ Anne White

“  
He looks  
like he went  
to the  
blood bank  
and forgot to  
say when.  
”

—PAT WILLIAMS,  
PHILADELPHIA 76ER  
GENERAL MANAGER, ON BOL  
(LEFT)

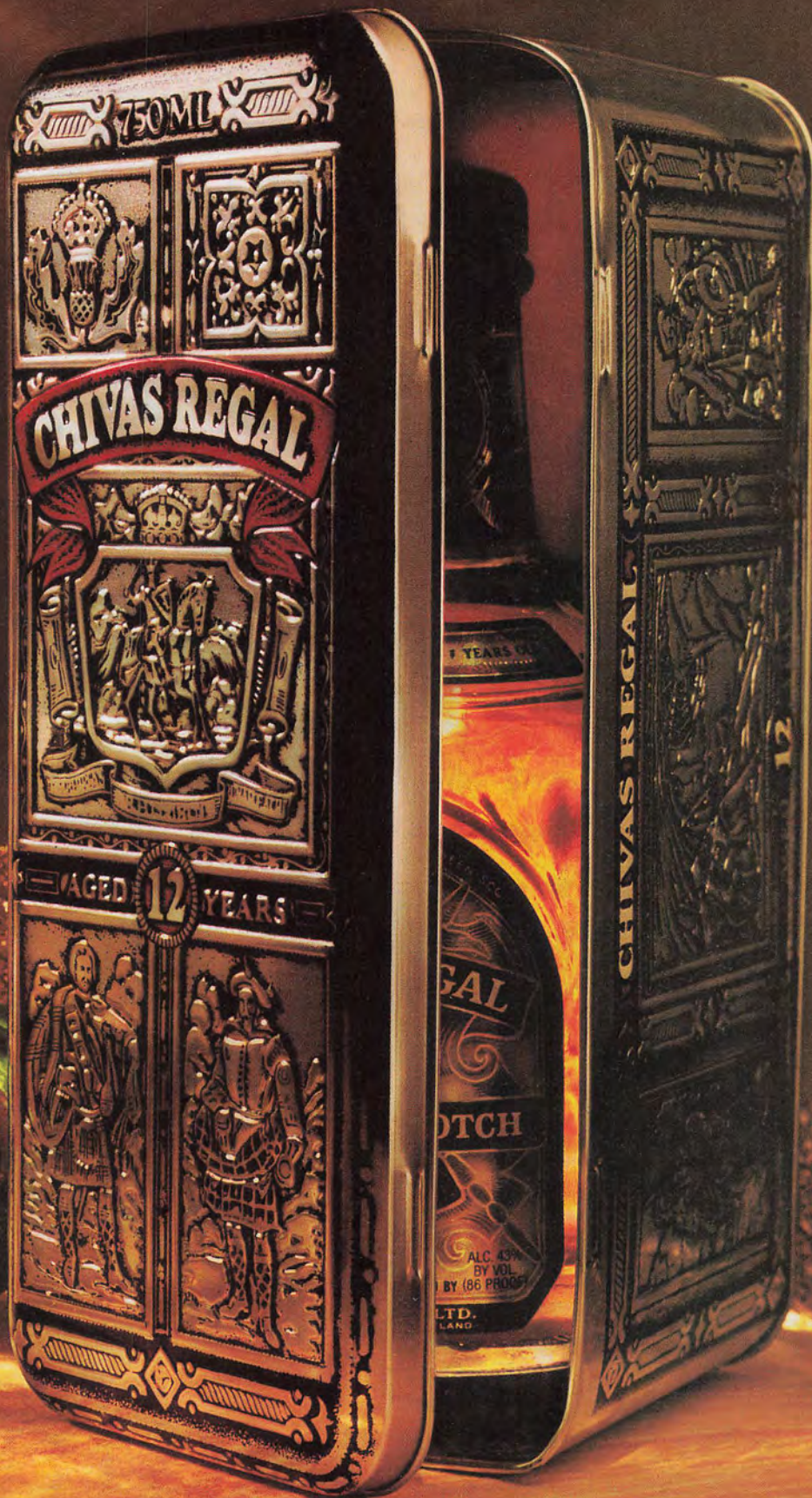
## AND INTRODUCING...

Cus D'Amato died last week. . . . Cus's latest prodigy was 19-year-old heavyweight **Mike Tyson**, who has a record of 11-0, all knockouts. —SI, Nov. 18



▲ Billy Martin is fired.





## Treasure Chest

This holiday season, give Chivas Regal in our classic limited-edition gift tin.

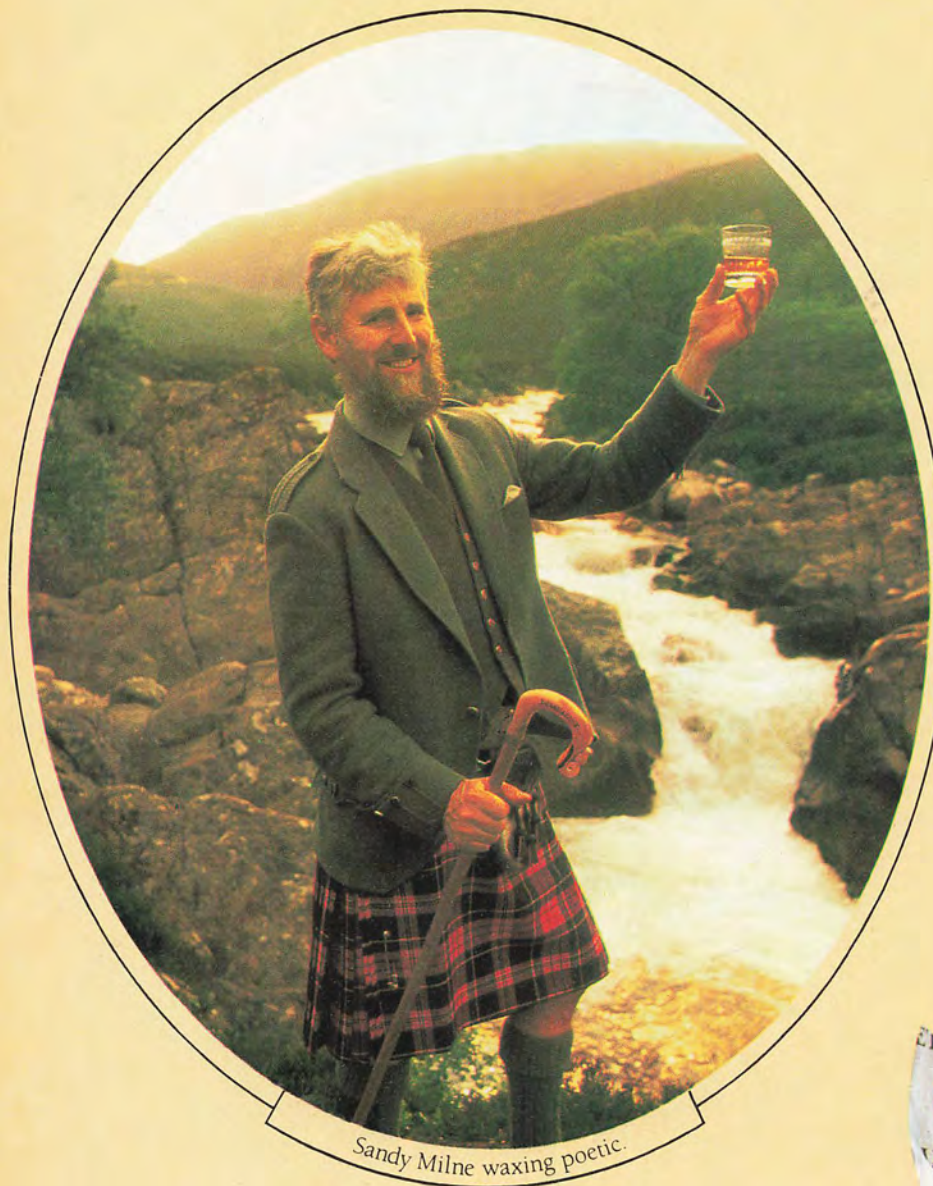
Visit your retailer or call 1-800-238-4373 to send a gift of Chivas anywhere in the U.S. Void where prohibited.





# "A taste of Heaven before the trumpets blow."

—Sandy Milne,  
Stillman & Resident Sage.



Sandy Milne waxing poetic.

The word "elegant" crops up time and again when experts describe the taste of The Glenlivet® single malt Scotch.

Some say it's brought about by the peculiar shape of our pot stills.

Some say it's the smoke of the peat cut from the nearby Faemussach peat fields.

Our own Sandy Milne insists that it's the water from Josie's Well, flowing as it does down through peat and over Highland granite.

Whatever, the great Sir Walter Scott long ago put on paper that The Glenlivet "...is the only liquor fit for a gentleman..."

We'll not argue with a one of them.



## —What is a single malt Scotch?—

A single malt is Scotch the way it was originally: one single whisky, from one single distillery. Not, like most Scotch today, a blend of many whiskies. The Glenlivet single malt Scotch whisky should therefore be compared to a château-bottled wine. Blended Scotch is more like a mixture of wines from different vineyards.

**The Glenlivet.  
The Father of All Scotch.**



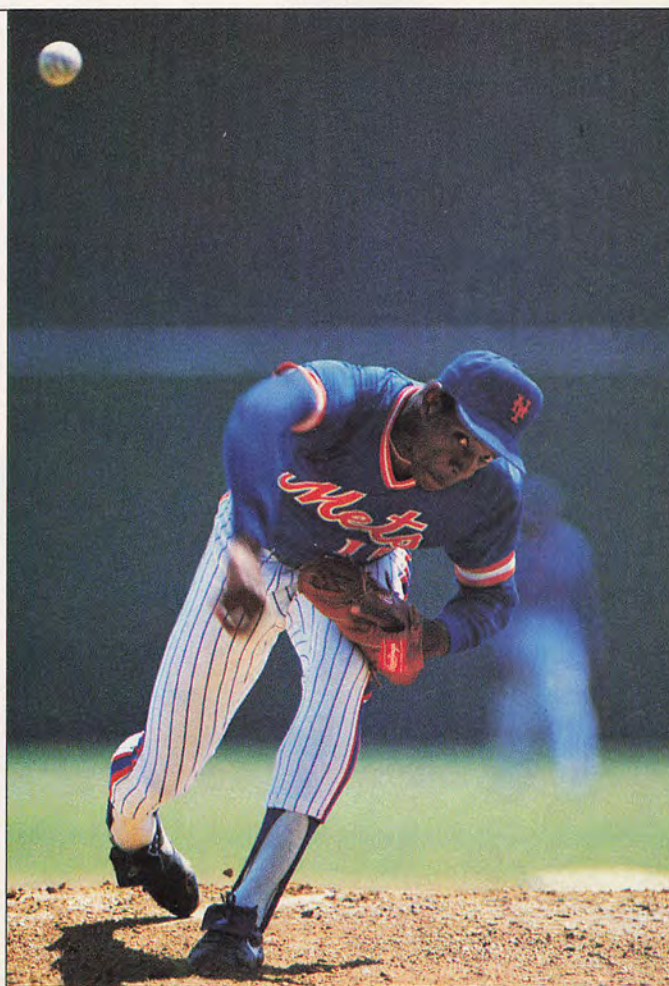
## IN SI'S WORDS

### THE BALL PETE HIT

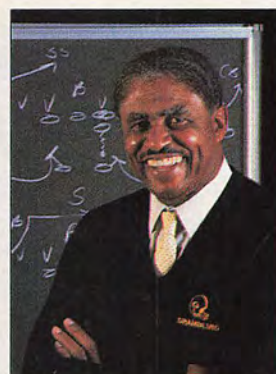
On the morning Pete Rose broke Ty Cobb's hit record in Cincinnati, I was already sitting in my box at Riverfront Stadium. A cardboard box, that is. It was last Wednesday, Sept. 11, for you historians, and I was stacked in a storage closet. Suddenly, in mid-afternoon, I was rushed down to the umpires' room, where an attendant rubbed me up with Delaware River mud (a bit roughly, I might add) and tossed me in a canvas bag with five dozen other balls. Just like that I was on the cutting edge of history. . . While I waited in the dugout with the other 59 balls, we talked anxiously about the prospect of being hit No. 4,192.

—CRAIG NEFF

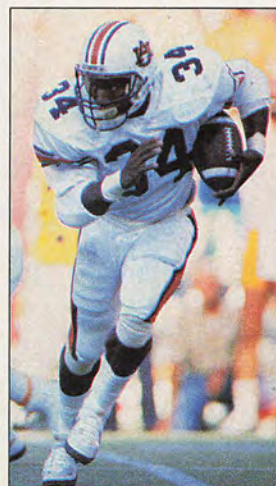
► Ah, to be Boris Becker, not yet 18 and already Wimbledon champ.



▲ Ah, to be Dwight Gooden, barely 20 and already a 24-game winner.



▲ Gambling's Eddie Robinson wins No. 324.



▲ Bo Jackson, a .401 hitter, wins the Heisman.

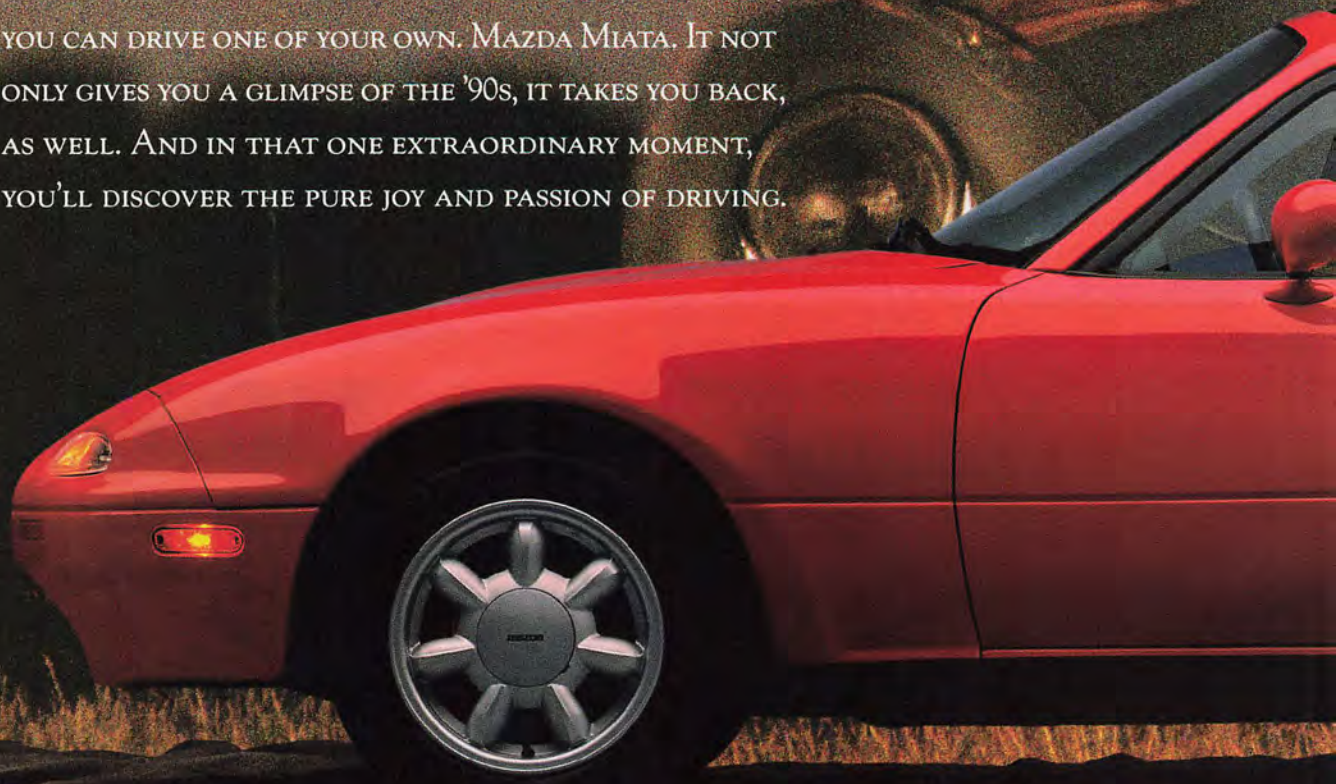




# INTRODUCING MAZDA MIATA. IT NOT ONLY GIVES YOU A GLIMPSE OF THE '90S... IT TAKES YOU BACK, AS WELL.

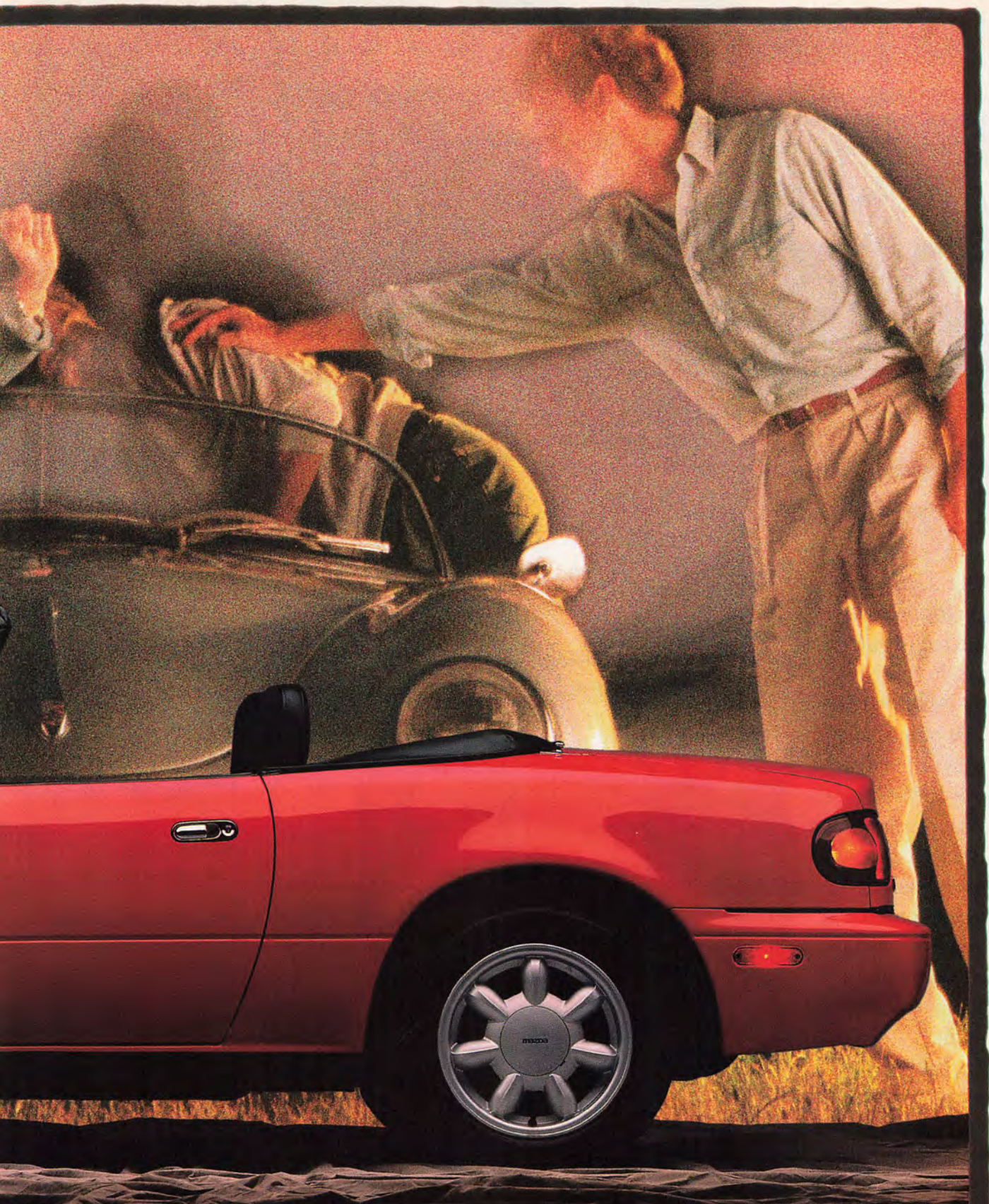
IT IS A CAR THAT INSTANTLY EVOKES A FEELING OF SHEER EXHILARATION. FOR IT IS, AT ONCE, BOTH AN AUTOMOBILE OF CLASSIC FORM AND VISIONARY TECHNOLOGY.

INTRODUCING THE ALL-NEW MAZDA MX-5 MIATA. A CONVERTIBLE. A TWO-SEATER. A TRUE ROADSTER. IT IS AN AUTOMOBILE BUILT WITH JUST ONE OBJECTIVE IN MIND: PURE FUN. AND FOR LESS THAN WHAT YOU MIGHT EXPECT, YOU CAN DRIVE ONE OF YOUR OWN. MAZDA MIATA. IT NOT ONLY GIVES YOU A GLIMPSE OF THE '90S, IT TAKES YOU BACK, AS WELL. AND IN THAT ONE EXTRAORDINARY MOMENT, YOU'LL DISCOVER THE PURE JOY AND PASSION OF DRIVING.



THE REAR-WHEEL-DRIVE MIATA WILL STIR YOUR EMOTIONS WITH A DOHC, 16-VALVE, FUEL INJECTED DOUBLE-WISHBONE SUSPENSION. EACH DESIGNED NOT ONLY TO MAKE MIATA PERFORM RIGHT, BUT





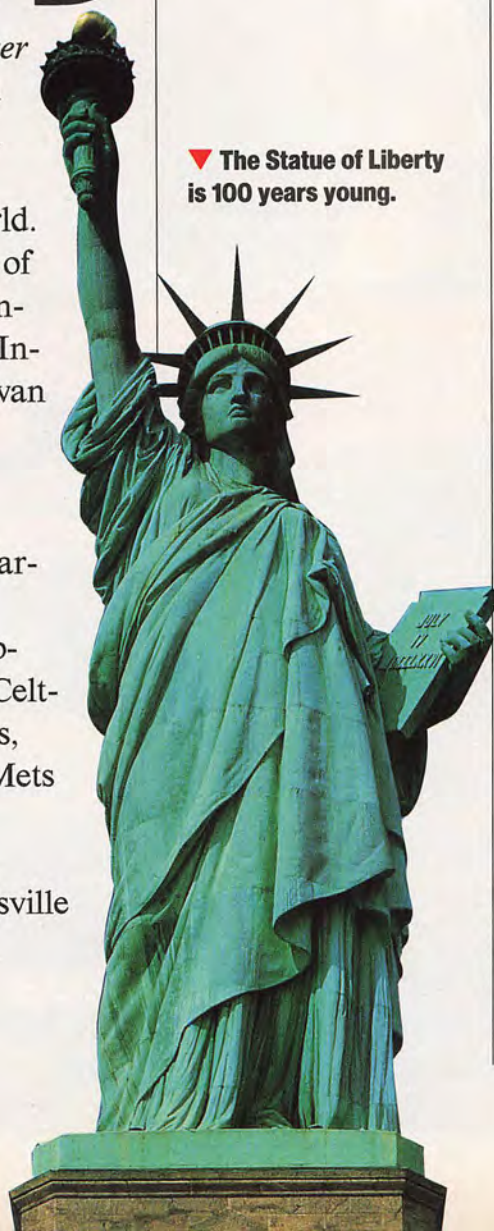
ENGINE. SHORT THROW 5-SPEED TRANSMISSION. AND 4-WHEEL  
ALSO FEEL RIGHT. FOR MORE INFORMATION, CALL: 800-424-0202.

**mazda**  
IT JUST FEELS RIGHT.™



# 1989

The *Challenger* explosion and the meltdown at Chernobyl shock the world. The bombing of Libya stirs controversy. Mr. Insider (trader Ivan Boesky) and Mr. Outsider (the deposed Ferdinand Marcos) get little sympathy. Applauded: the Celtics, Canadiens, New York's Mets and Giants, Penn State in football, Louisville in basketball.



▲ Just another night in the NHL.

▼ The Statue of Liberty is 100 years young.



“We had a lot of nicknames—Scarface, Blackie, Toothless—and those were just the cheerleaders.”

—FRANK LAYDEN, UTAH JAZZ BASKETBALL COACH, REMINISCING ABOUT HIS HIGH SCHOOL DAYS IN BROOKLYN

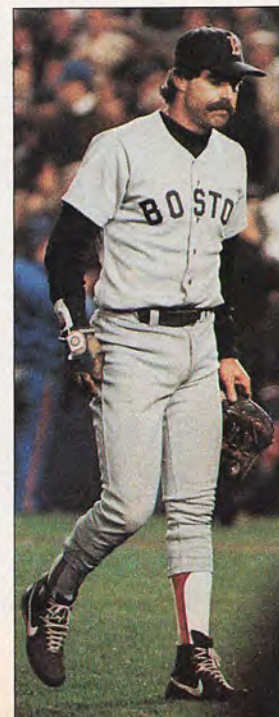


▲ Bill Shoemaker, on Ferdinand, wins his fourth Run for the Roses.



▲ Sox hero: Roger Clemens, 20 K's.

▼ Sox goat: Bill Buckner, E-3.





# INTRODUCING TWO OF THE BEST CAMERAS WE'VE EVER MADE.



Olympus has done it again.  
And again.

We've developed a unique autofocus twin lens system and put it inside one single camera. The new Infinity Twin.

There's a 35mm AF wide-angle lens for group photos and panoramic outdoor shots, and a 70mm AF telephoto lens to pull distant subjects in close. All at the touch of a button.

And, since the lenses never

extend outside the camera body, the Infinity Twin is more compact than any dual-lens camera has a right to be.

What's more, because each lens acts independently, your pictures will be exceptionally sharp and clear.

And, like the original Infinity, the Twin is weatherproof. So nothing will stand in the way of your getting great pictures.

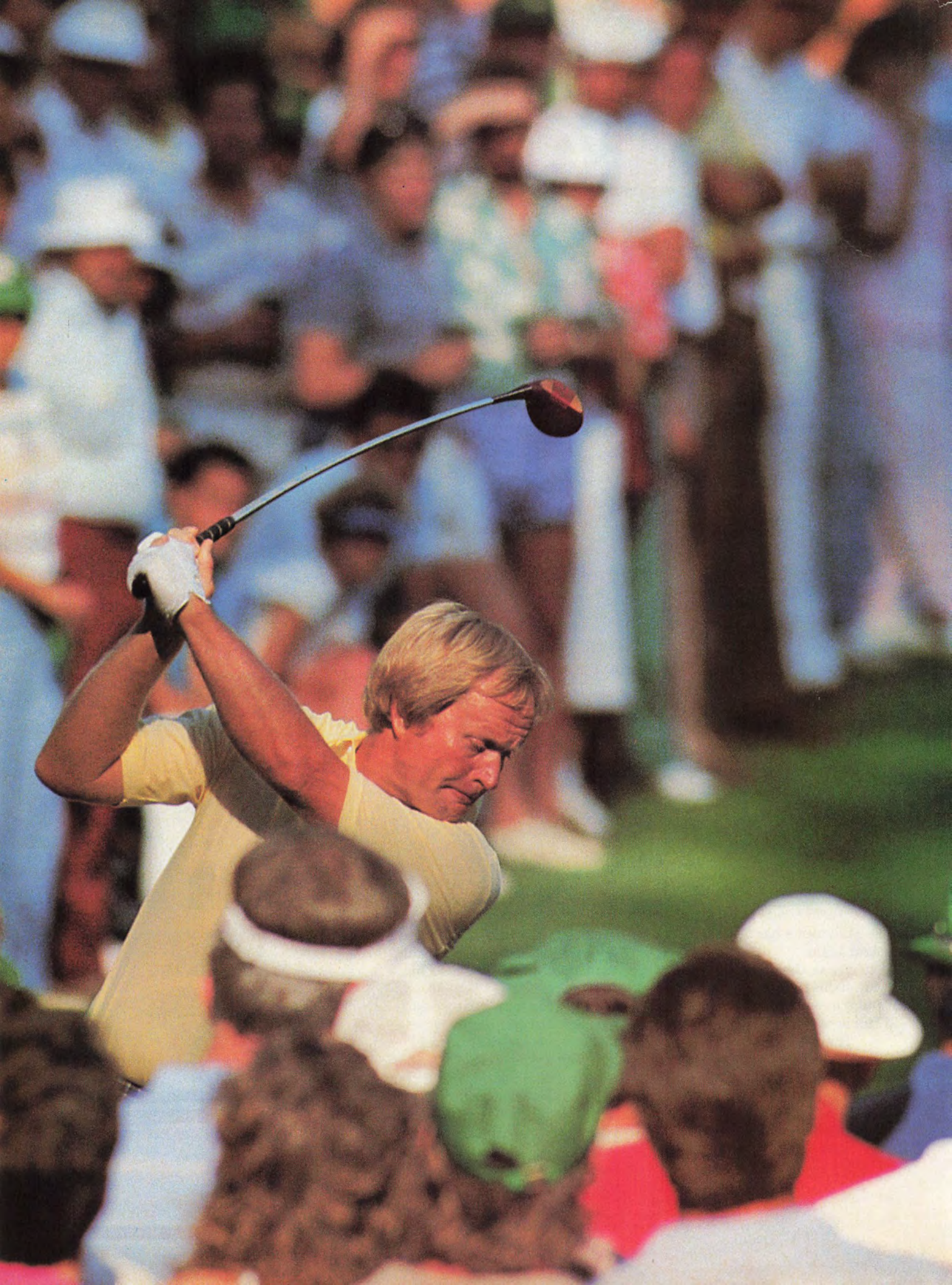
Best of all, you could spend twice as much money and not get half as much camera.

Visit your Olympus dealer and ask to see the Infinity Twin. Because, as everyone knows, two lenses are better than one.



**OLYMPUS**  
Focused on people







## IN SI'S WORDS

### ◀ JACK WINS NO. 6

Here had come Nicklaus, an American legend still under warranty, armed with a putter the size of a Hoover attachment, denting the back of Augusta's holes with 25-foot putts at an age when most guys are afraid to take the putter back. Here had come Nicklaus, sending such a deluge of decibels into the Georgia air that lakes rippled and azaleas blushed; starting such a ruckus that grown men climbed trees, children rode on shoulders, concession-stand operators abandoned their posts. . . . Was that Jack in the checked pants and yellow shirt? Hmmm. Yellow goes nice with green, doesn't it, Jack? You devil.

Maybe that was it. Maybe Nicklaus had drawn up a contract with Lucifer for . . . a sixth green blazer.

—RICK REILLY

▶ It is Nicklaus's Masters (left, photograph by Michael O'Bryon), but the British belongs to Greg Norman, never mind that he blows leads in the other three majors.





## INCIDENTALLY RUN TO DAYLIGHT

Bears fullback Matt Suhey awoke (or so he says) to find teammate Walter Payton putting on running shoes. Payton said there was a *real* bear outside the tent.

"You can't outrun a bear," said Suhey.

"I don't have to," said Payton. "All I have to outrun is you."



▲ Six astronauts and Christa McAuliffe die aboard Challenger.

▼ A backcourt Laker and a front-row fan.



“  
There were 150  
people in the  
courtroom—  
third-largest  
crowd ever to  
see the USFL in  
action.

”  
—DAVID LETTERMAN,  
COMMENTING ON THE USFL  
ANTITRUST LAWSUIT AGAINST  
THE NFL

▼ Psst, hot tip for the '89 Belmont. A foal named Easy Goer.



▲ Michael Jordan goes for 63 in a playoff game.

▼ Len Bias, killed by cocaine at 22.







Own a bottle.  
It's worth the price  
to have at least one thing in your life  
that's simply perfect.  
Tanqueray. A singular experience.

Imported English Gin, 47.3% Alc/Vol (94.6°), 100% Grain Neutral Spirits. © 1988 Schieffelin & Somerset Co., New York, N.Y.

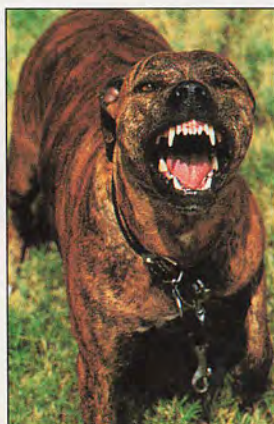


# 1987

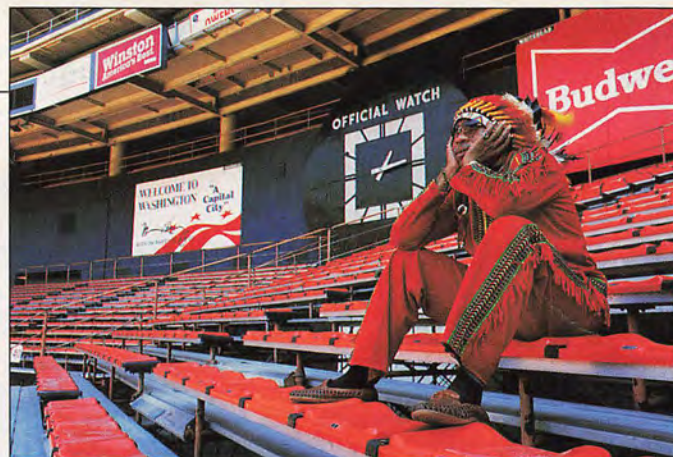
Oliver North, Gary Hart and Jim Bakker are sidelined by scandals. SMU's football team is sidelined by one, too. A strike sidelines NFL players, but replacement games are played. Sugar Ray Leonard comes off the sidelines to beat Marvelous Marvin Hagler. The Twins, Redskins, Lakers, Edmonton, Miami (football) and Indiana (basketball) sideline their opponents.



▲ **Black Monday:** at the bell, a 508-point drop.



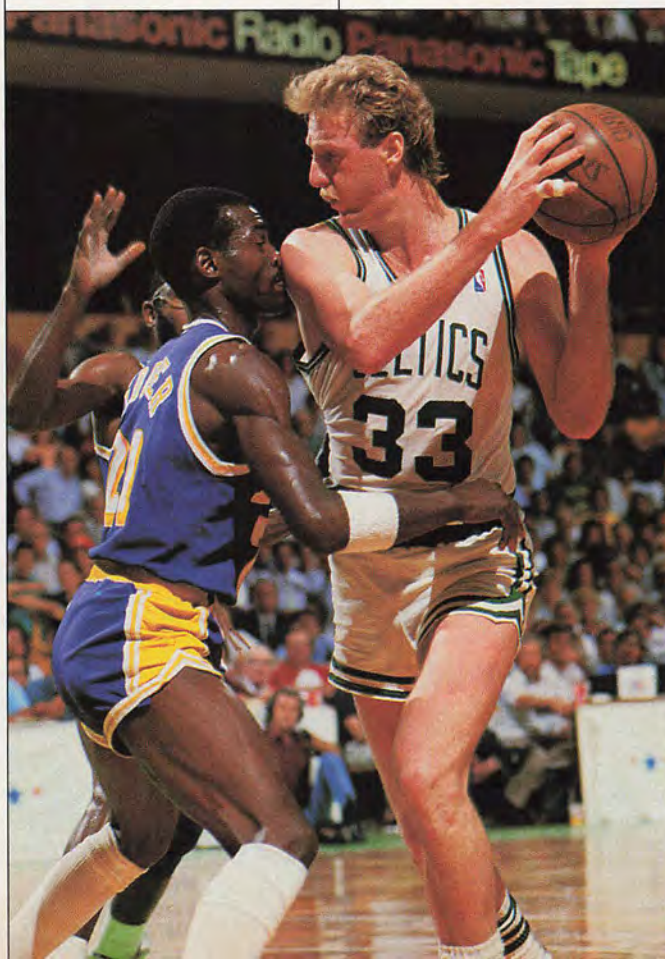
▲ **Pit bulls on a rampage.**



▲ **The NFL strike** results in one lost Sunday, leaving the Redskins' unofficial mascot, Chief Z, dejected.

## INCIDENTALLY PUTTING IT MILDLY

*USA Today* reported on a girls' basketball game: "Senior Jan Jensen had a career-high 105 points to help Elk Horn-Kimballtown [Iowa] defeat Villisca 132-63." Nothing like a little help.



▲ **Mike Tyson unifies the heavyweight title.** Next victim, please.

◀ **For the third time in four years, the Lakers and the Celtics meet for the title.** This time Michael Cooper's team beats Larry Bird and Co.



# Quality is Job 1.



## Profile in quality #8: Control.

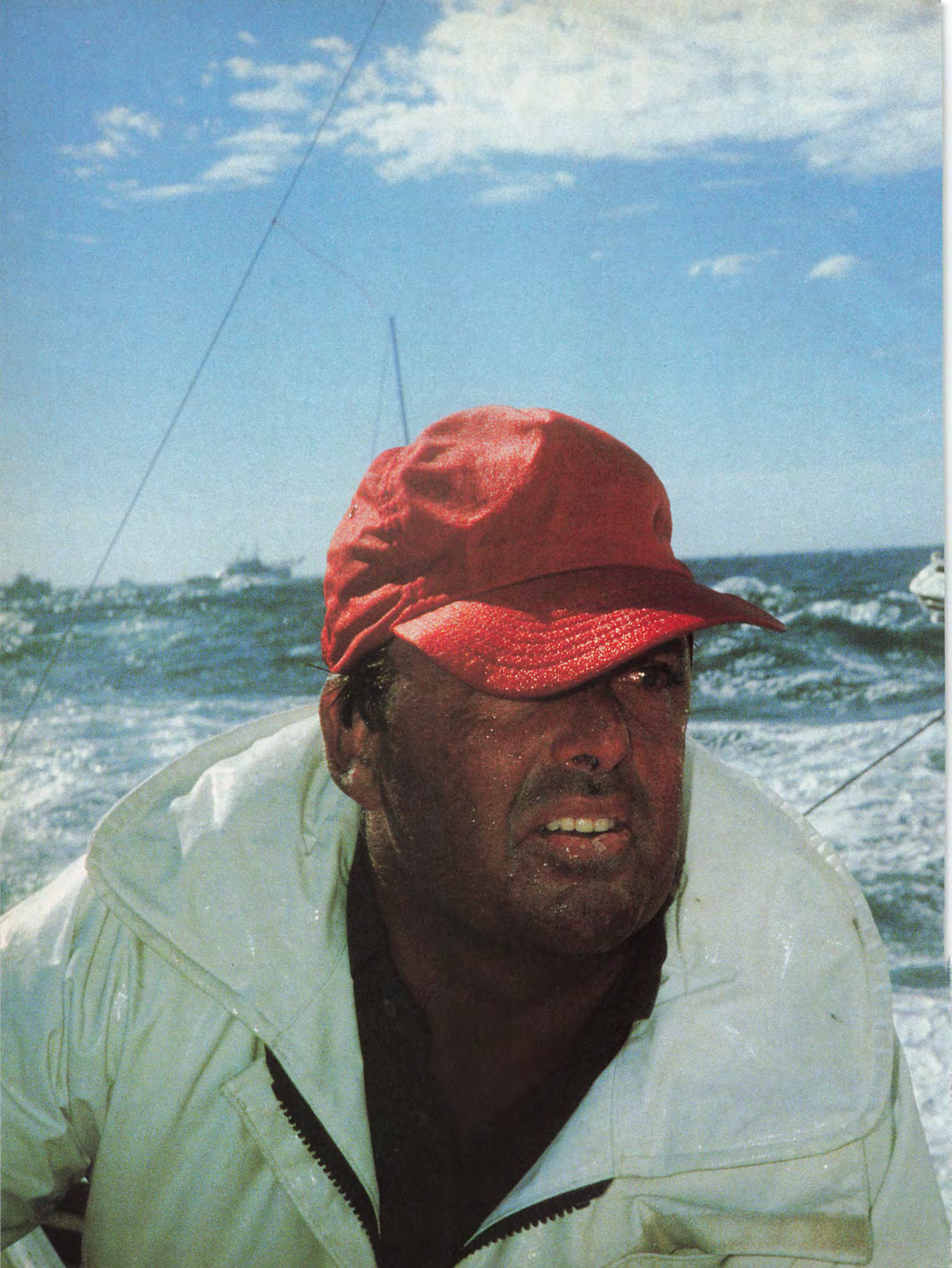
*At Ford, Mercury and Lincoln every car and truck we build is designed to put the driver in control. It's called human engineering—the interaction of man and machine. From the feel of the road, to the feel of the wheel, to the touch of a button, its objective is to provide the driver with comfort, confidence and ease of operation. When quality is job 1—you don't do it any other way.*

**Ford, Mercury, Lincoln, Ford Trucks.**  
**Our goal is to build the highest quality cars  
and trucks in the world.**

*Buckle up—together we can save lives.*









◀ Dennis Conner wins back the America's Cup he lost in '83. (Photograph by Jon Wright)



▲ Dodger honcho Al Campanis gets canned, after averring on "Nightline" that blacks "may not have some of the necessities."

“

**It's a good thing Brian was a third child, or he would have been the only one.**

”

—KATHY BOSWORTH, THE MOTHER OF THE SEAHAWKS' BRIAN BOSWORTH



# 91



SDC COMICS

▲ Happy 50th birthday, Superman.



▲ Read his lips.



▲ Billy Martin is fired.

Tyson KO's Michael Spinks in 91 seconds. Bush takes out Dukakis in something like 91 seconds. Wrigley Field gets lights, Ben Johnson gets DQ'd, Orel Hershisser's Dodgers win, as do the 49ers, Lakers and Oilers. Lou Holtz celebrates at Notre Dame and the NBA-bound Larry Brown rejoices at Kansas—for, oh, maybe 91 seconds.



▲ Steffi Graf: grand serve, grand volley, Grand Slam.

▼ A bubbly moment for Pat Riley and Magic, whose Lakers are the first repeat NBA champion since '69.



▲ A new bride (actress Janet Jones) and new uniform (L.A. Kings) for the Great One.



# MAGNA

Good Smoke. Great Price.



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LITES BOX: 9 mg. "tar", 0.6 mg. nicotine, FILTER: 14 mg. "tar", 0.9 mg. nicotine, av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING:** Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.





◀ Outpointed in an Olympic bantamweight bout, Korean boxer Byun Jong Il makes his point with a 67-minute sit-in.

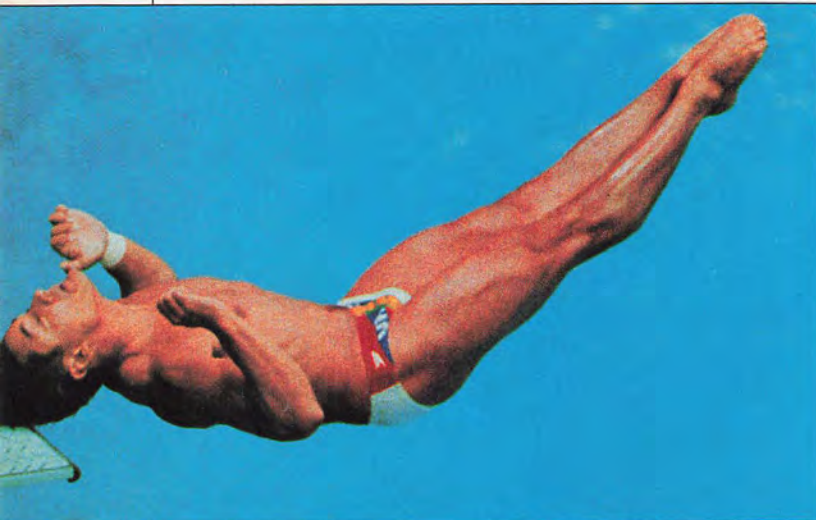
“ I called the doctor and he told me the contraptions were an hour apart. ”

—MACKAY SASSER, NEW YORK METS CATCHER, ON HOW HE KNEW HIS WIFE WAS IN LABOR



▲ Katarina captivates Calgary.

▼ Naim Suleymanoglu of Turkey breaks six world records in the Summer Games.



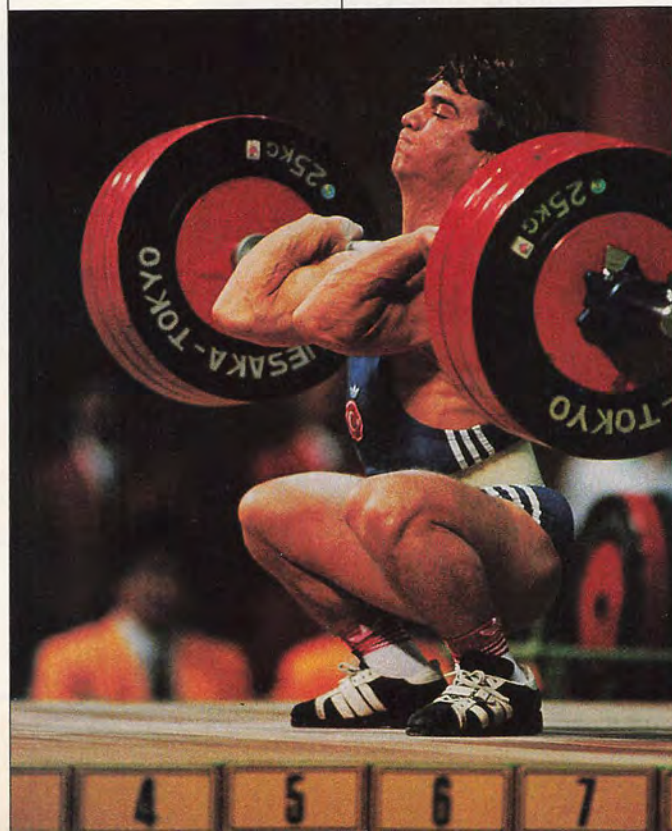
▲ For Greg Louganis, two gold medals—but also five stitches.

## INCIDENTALLY AN AMERICAN HERO

Where have you gone Joe DiMaggio? The young viewers of *Kid's Choice*, a show on the Nickelodeon cable-TV network, selected a male athlete of the year. Their choice was Hulk Hogan.



▲ Endangered Eagle.





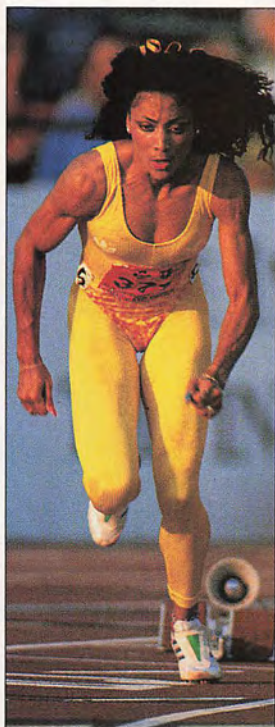
► Jackie Joyner-Kersey soars to victory in the Olympic long jump and heptathlon.

“

He's won more titles at more weights than Sugar Ray Leonard.

”

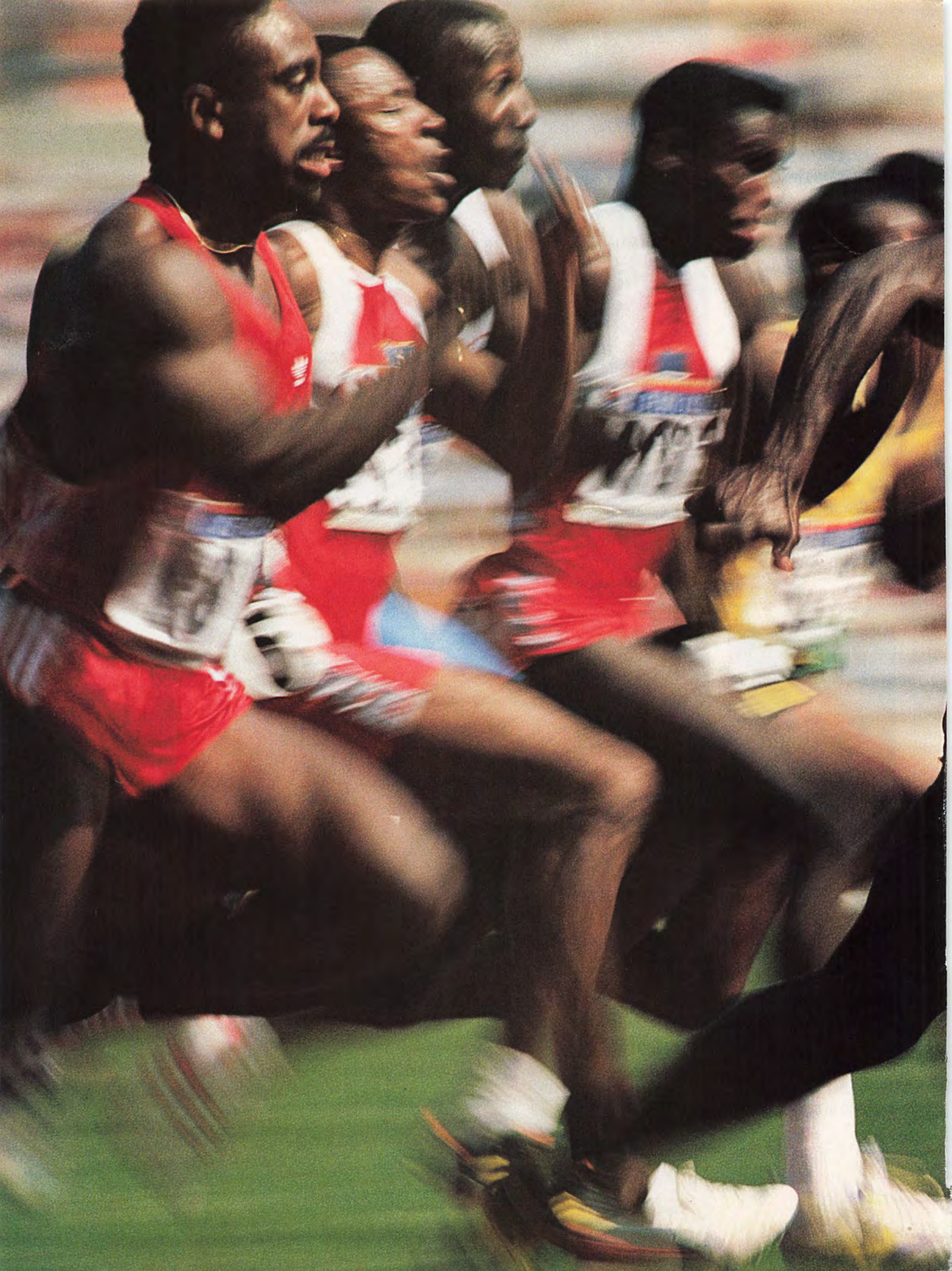
—BROADCASTER JOHN BRODIE, ON THE EVER-CHANGING GIRTH OF GOLFER BILLY CASPER



▲ Flo-Jo nails the 100 and 200 in Seoul.









## IN SI'S WORDS

### ◀ THE LOSER

In late May, Canadian sprinter Ben Johnson traveled to the Caribbean island of St. Kitts to be treated by his doctor, Jamie Astaphan. Ten days before, he had aggravated a pulled left hamstring, which could have ruined his gold medal chances at the Seoul Olympics. Astaphan administered a variety of therapies during the next 10 days. On Tuesday two sources told *SPORTS ILLUSTRATED* that Astaphan also injected Johnson with anabolic steroids. SI's sources said that they were present during conversations in which both Johnson and Astaphan spoke of the different steroids Johnson was being given and how Johnson could fool the doping tests in Seoul and at other meets that he might enter before the Olympics. "We can beat them," Astaphan said.

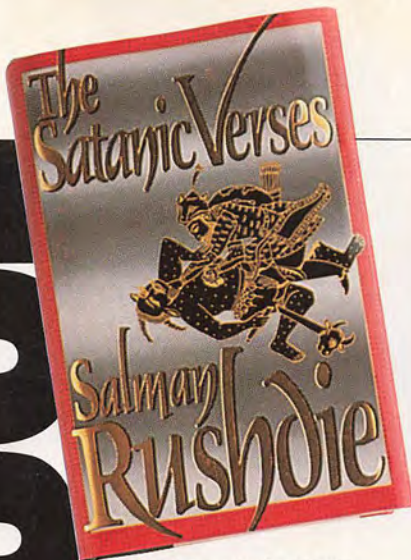
—WILLIAM OSCAR JOHNSON AND KENNY MOORE

◀ In Seoul, Johnson flies in the 100, flops on the drug test. (Photograph by Ronald C. Modra)

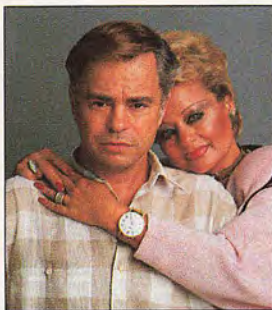


# 1998

Tremors shake the Bay Area. Oil fouls Alaska's waters. Troops crush the Tiananmen students. Reform rocks Eastern Europe. Baseball bans a legend. *Batman* makes a bundle. Zsa Zsa slaps a cop. The world spins on, and the A's, Flames, Pistons and Michigan's basketball team are on top of it.



▲ The sword versus the pen.



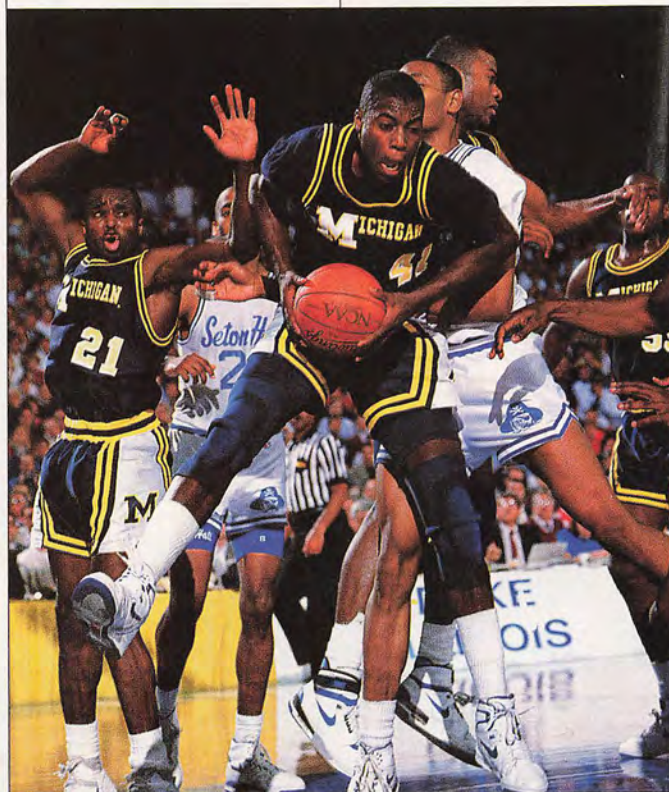
▲ The fabulous Bakker boy and girl.

► Michigan's under-study coach, Steve Fisher, steals the show at the NAAs.

▼ Gordie Howe took 26 seasons to amass 1,850 points. Wayne Gretzky takes barely 10. This goal is point No. 1,852.



▲ Pete Rozelle retires after XXIX years.







**Be healthy,**



**wealthy**



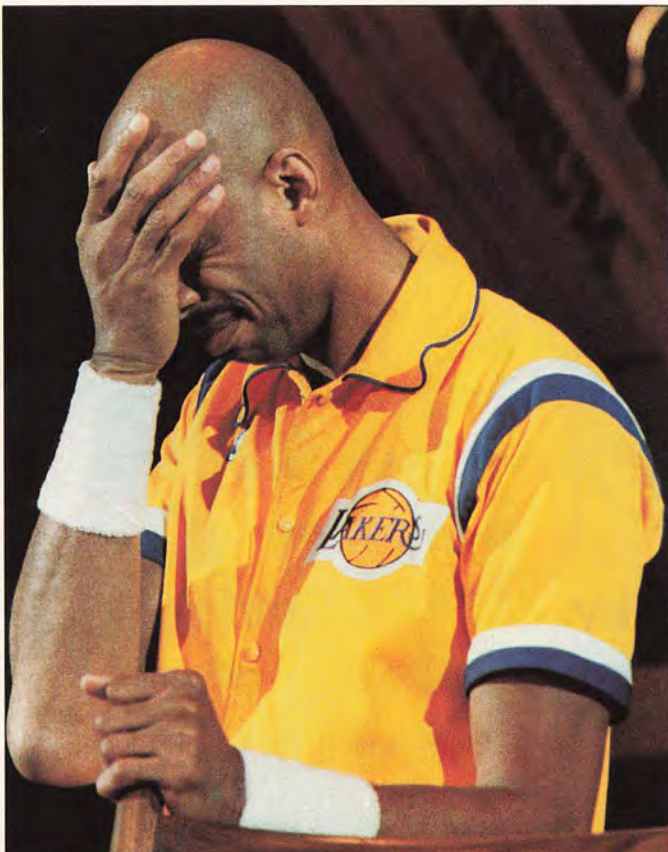
**and wise.**



*Canadian Club®*

A premium whisky, unrivaled in quality and smoothness since 1858.





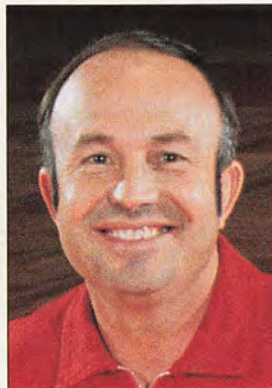
▲ We'll miss you, Kareem.

▼ Joe Montana engineers a late, 92-yard drive to tame the Bengals in Super Bowl XXIII.

## INCIDENTALLY MIXED SIGNALS

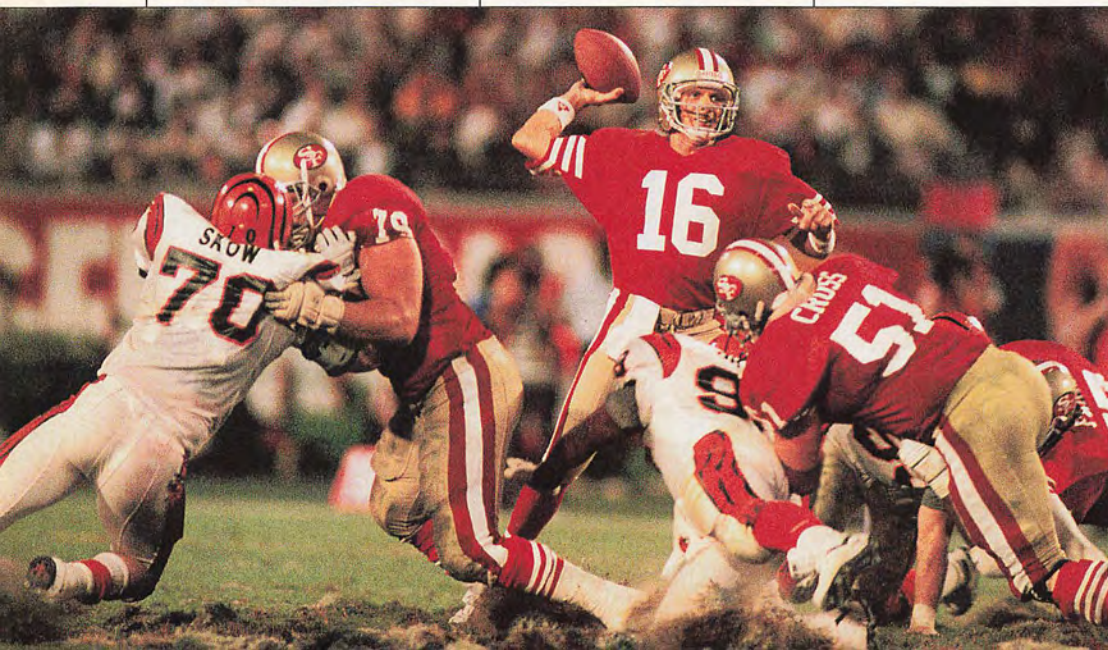
Information about Angel reliever Bryan Harvey, as flashed on the Anaheim Stadium scoreboard: WISH—TO END ALL KILLING IN THE WORLD. HOBBIES—HUNTING AND FISHING.

## RESODDED



▲ Lou Henson

■ Greg LeMond's whirlwind finish yields his second Tour de France victory. (Photograph by Michel Gouverneur/Gamma-Liaison)









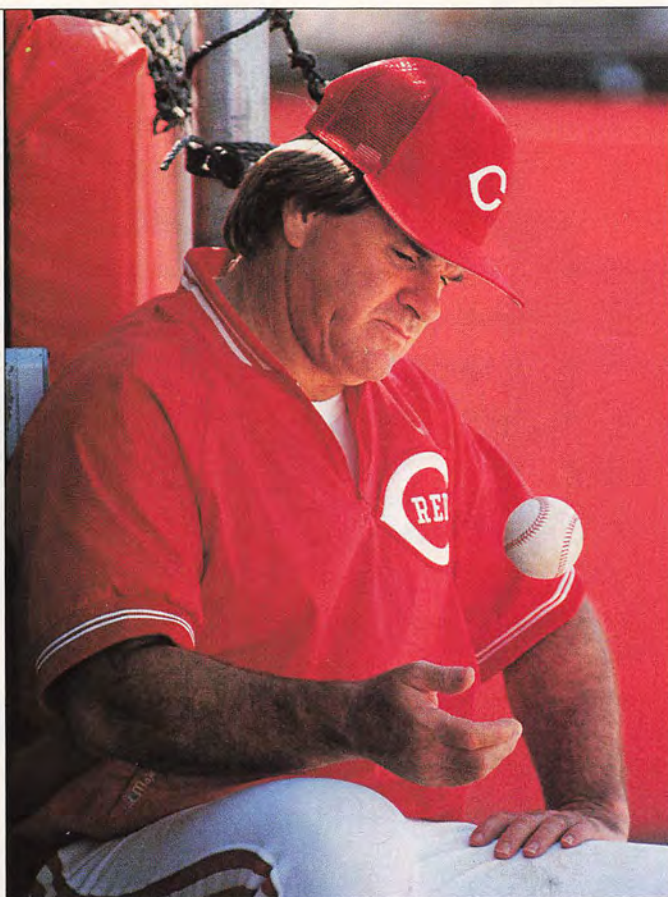
## IN SI'S WORDS

### ► FALLEN IDOL

Baseball commissioner Peter Ueberroth announced on Monday that his office "has for several months been conducting a full inquiry into serious allegations" about Cincinnati Reds manager Pete Rose. Ueberroth, who on Feb. 20 summoned Rose from spring training in Florida to New York City for an unspecified purpose, did not divulge the nature of the inquiry, but SI has been told that the commissioner has information that Rose may have bet on baseball games.

—CRAIG NEFF  
MARCH 27

Pete Rose never grasped what was happening, not even when his baseball career finally crashed down upon him last week under the gathering weight of his gambling and lies and unsavory associations. Rose seemed to think that as baseball's alltime hit leader, he could not be toppled. . . . The apparent end of Rose's baseball career came suddenly. At a press



conference in New York City last Thursday morning, commissioner Bart Giamatti announced that under a settlement signed by Rose at four o'clock the previous afternoon, he was banning Rose for life.

—JILL LIEBER  
AND CRAIG NEFF  
SEPT. 4

► Another milestone for the ageless Nolan Ryan: 5,000 strikeouts.



▲ Chris Drury pitches Trumbull, Conn., past Taiwan in the Little League World Series.







## IN SI'S WORDS

### ▲ THE EARTHQUAKE

Here we all were in this huge concrete bowl, some of us perched nearly a hundred feet above ground, after being rocked by one of this country's biggest earthquakes on record, and we were acting as if we had been through nothing more extraordinary than a grammar school fire drill. As we left the stadium, a friend of mine said, "I've seen bigger crushes when someone at my house shouts, 'Let's eat!' at a family dinner." But none of us had any idea then how serious the thing was.

—RON FIMRITE



▲ Bart Giamatti (1938-89)



▲ Heroism and repression in Beijing.

“  
Baryshnikov was great, but the play needs a shot clock.  
”

—BUCKY WATERS, TV BASKETBALL COMMENTATOR, AFTER WATCHING MIKHAIL BARYSHNIKOV IN A SHOW BASED ON KAFKA'S "METAMORPHOSIS"



▲ The Giants' Kelly Downs after the earth shook.

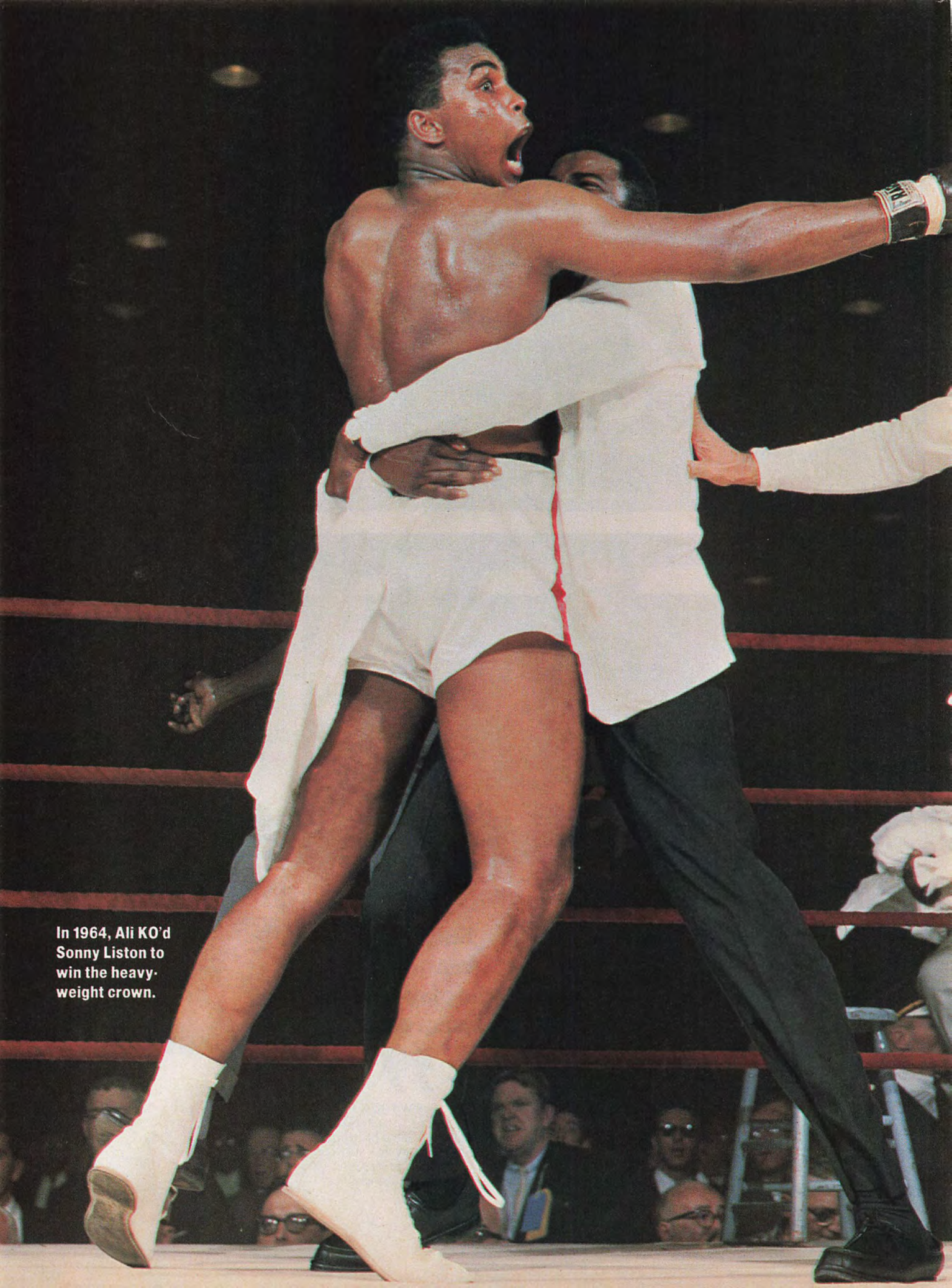
## FASHION PLATE



▲ Payne Stewart

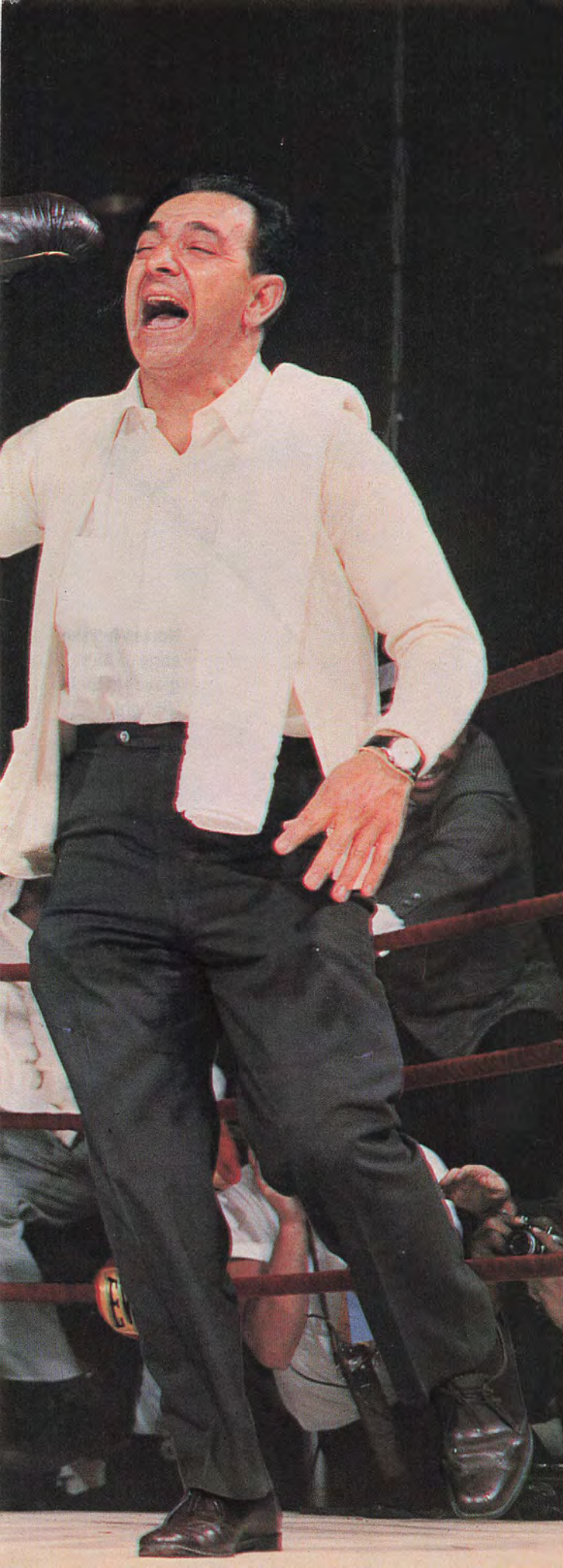






In 1964, Ali KO'd  
Sonny Liston to  
win the heavy-  
weight crown.





# A CELEBRATION OF MUHAMMAD ALI



**NO OTHER  
ATHLETE HAS SO  
COMMANDED  
OUR ATTENTION.  
AND THE CAREERS  
OF FEW HAVE  
BEEN SO VARIED, SO  
COMPLEX AND  
SO LITTLE TAINTED  
BY HYPOCRISY**

BY GARY SMITH

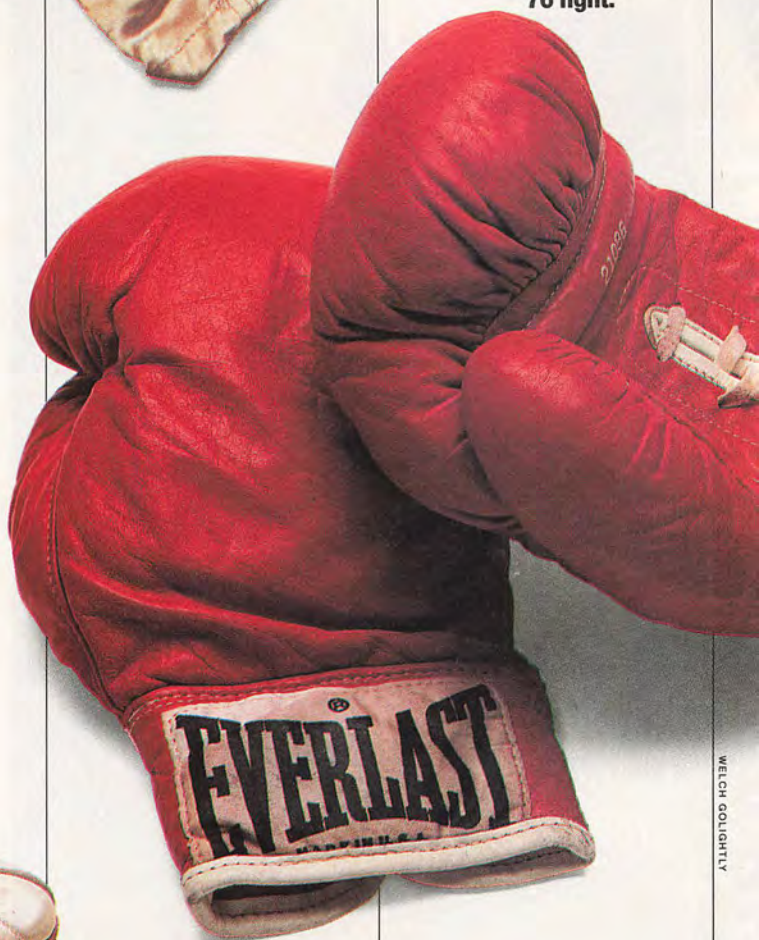


# ALI

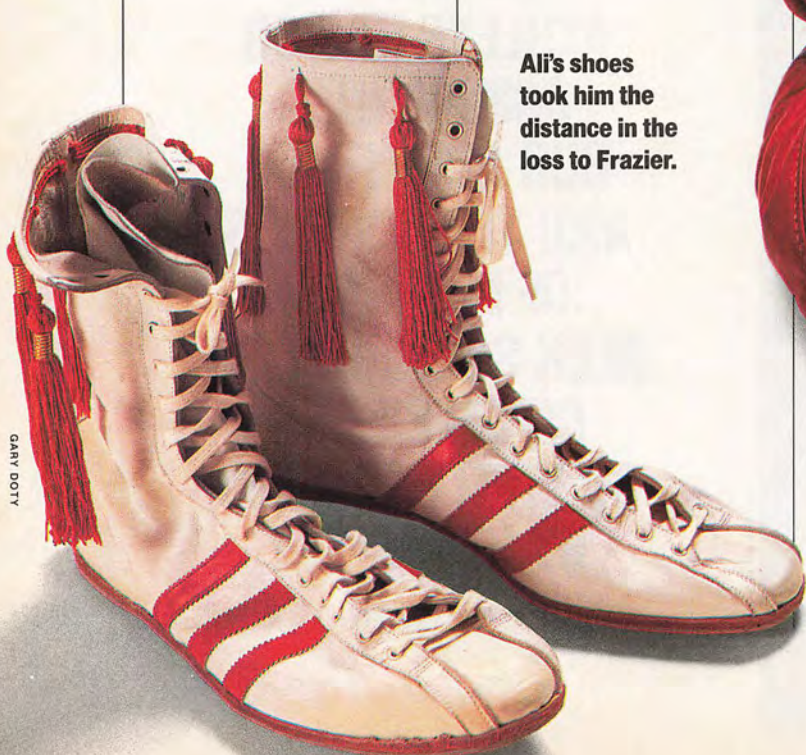


The trunks Ali wore in Manila now bear Bun-dini's scrawl.

Norton felt the sting of Ali's gloves in their '76 fight.



Ali's shoes took him the distance in the loss to Frazier.



WELCH GOLIGHTLY

GARY DOTY

WELCH GOLIGHTLY



**A**s a writer, I want it to go on and on. I'm riding in the front passenger seat, watching the nose of Muhammad Ali's luxury car begin to drift back and forth across the center lane of a Los Angeles freeway, feeling the traffic slash by closer and closer, seeing the slit of eye between his lids grow smaller . . . and smaller . . . and smaller, thinking that in five more seconds I might really have something to write here.

As a human being. . . The *fa-dump, fa-dump* of the tires striking the little reflective lane dividers is up in my stomach, and I can feel on my skin the speed and nearness of the cars on our flanks.

It is 1984, Ali is 42. He skipped the medicine he is supposed to take for Parkinson's syndrome, then exhausted himself hitting the heavy bag and shadowboxing for an hour and a half in a gym. He is fading, fading. . . I glance at him again without turning my head. Holy — . . . *fa-dump, fa-dump*. His

eyes look shut, *fa-dump, fa-dump*, his breathing is slow and even, his hands barely touch the bottom of the wheel.

A white sports car lurches away from his right fender; my fingers choke my notepad. We drift again toward the left. Should I do it? Snatch the champion's steering wheel, snatch the champion's dignity? I can't, *fa-dump*, but I must, *fa-dump*, because now we are. . .

I see two scrawny brown arms snake over Ali's shoulders. Ali's eyes open to a squint, barely enough to see his 12-year-old son reaching forward from the back seat and taking the wheel—then he lets his eyes droop again. I blow out a long breath and then feel sick inside—sick and sad about everything.

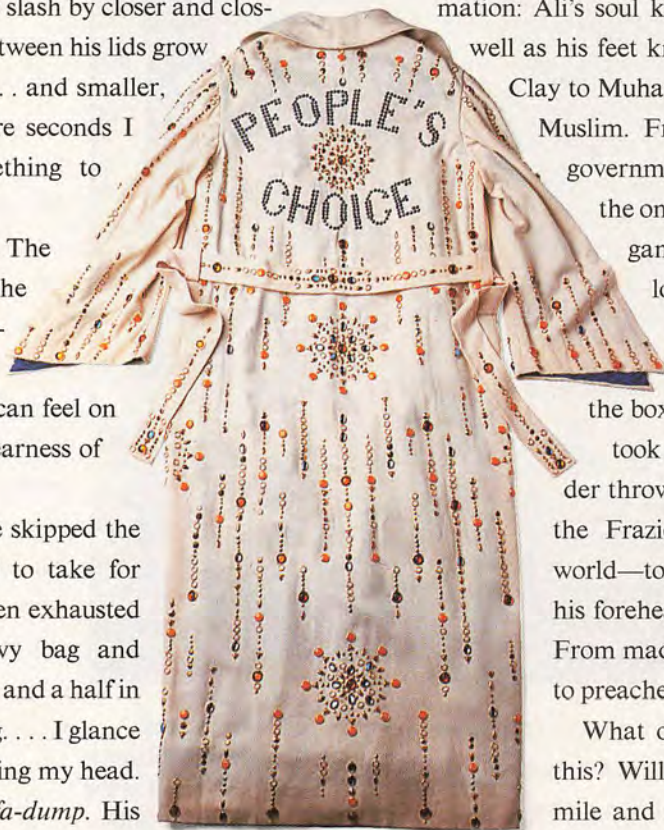
I was younger then, and I didn't understand.

What was this but metamorphosis? What was this but another face of that which made Muhammad Ali the most dominant figure in sports of the past 35 years, of *any* 35 years, of all time. All of his life was transformation: Ali's soul knew the butterfly's secret as well as his feet knew its dance. From Cassius Clay to Muhammad Ali, from Christian to Muslim. From the man who told the government where to stick its draft to the one who endorsed Ronald Reagan. From the boxer women loved, the dancer who whirled and flitted so his pretty face was never touched—to the boxer *men* loved, who stood and took the thunder from the thunder throwers, from the Foremans and the Fraziers. From the king of the world—to the man on his knees with his forehead pressed to the prayer rug. From madman to poet to circus barker to preacher to clown to magician to. . .

What other great athlete has done this? Willie Mays hit the ball a half mile and ran the bases like a gust of wind when he was 23—and when he was 33. Joe Namath played football and lived life with the same young bachelor's abandon when he was a teenager and when he was a man. Physically, emotionally, spiritually, who changed, who grew, who tried on all the shirts and slacks and shoes of human possibility as Ali did?

Who else *elevated* an audience, who else made it feel what Bundini Brown once felt as he moved with Ali from the locker room to the ring—that his feet were not touching the ground? When Joe Frazier beat Ali in 1971, the thousands of closed-circuit viewers around me applauded or jeered for a few moments and then the night fragmented, the people went their separate ways. But each time Ali won, people laughed and hugged, there was *communion*.

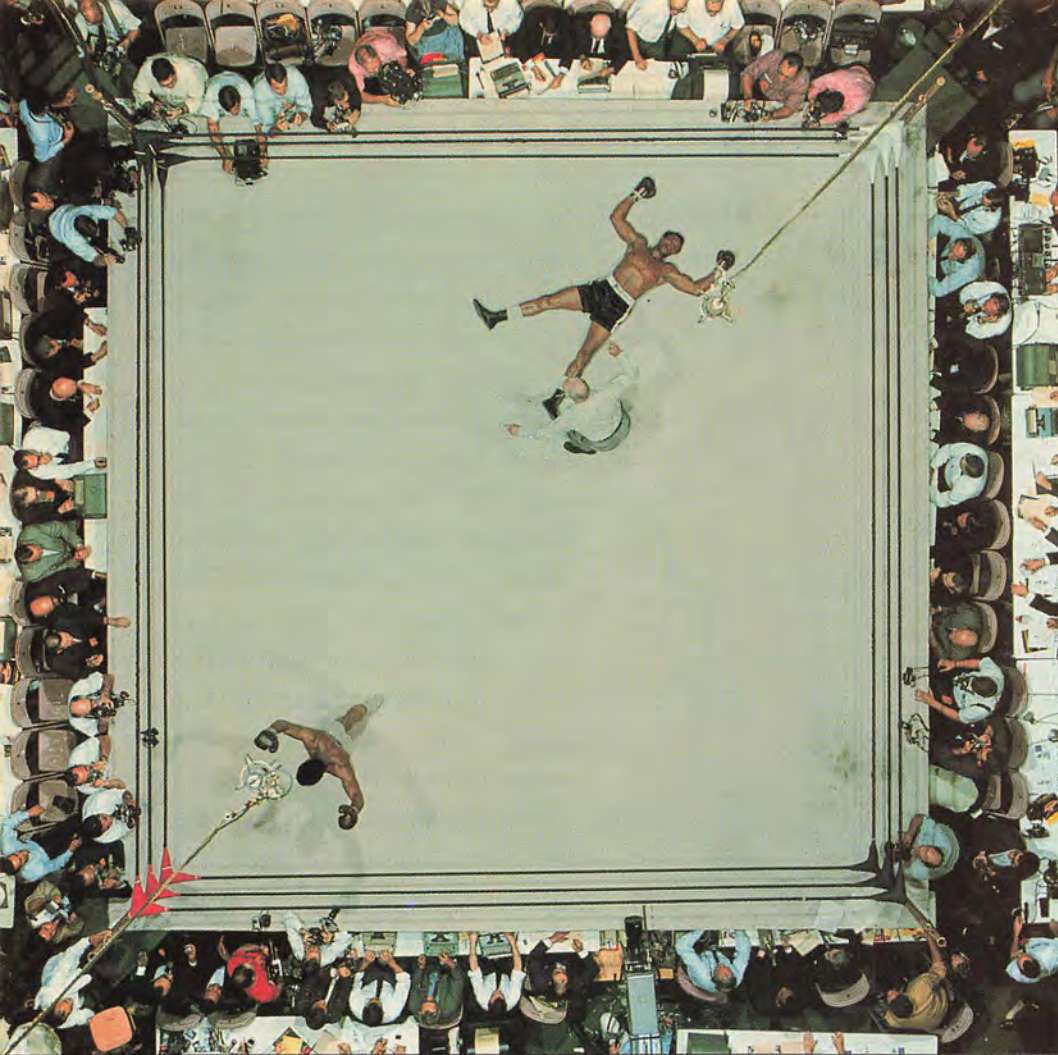
To give oneself over to Frazier's greatness—or to that



**Elvis Presley provided the robe for a '72 bout with Jerry Quarry.**







formations. He was the raving adolescent against Sonny Liston; the sorcerer against George Foreman; the warrior, brutal and willful, in the third fight with Frazier. He trusted his instinct, followed the river of his life force, changed as it bade him change in order to win, in order to *survive*. All of Ali's changes—maybe even this last one that makes him seem so far away—don't they all have something to do with survival?

But this is not a celebration of the way Ali won—did not all the great ones *win*? This is a celebration of the way Ali lost, the way Ali today goes on losing. Man does not show greatness by touching one extremity or the other, Pascal once wrote, but rather by touching both at once. . . . *A-li! A-li! A-li!*

**Ali knocked out Cleveland Williams in the third round at the Astrodome in 1966.**

Who else could *refuse* to accept defeat as absolutely as Ali did in the terrible third war with Frazier? And yet *accept* it as absolutely as Ali did when he lost? Where was his resentment when, accused of draft evasion, he was banished from boxing for three years, when he had to bum money sometimes to get by? They're doing what they think is right, I'm doing what I think is right, he would say. Think of all the men who have huffed after immortality in our arenas, on our playing fields. Who among them never pointed to the officials or the press or their coaches when they lost? What other man of such runaway pride never let it turn to bitterness or shame?

I think of him walking away from the ring, head high, tears welling, after he lost the world championship by decision to Leon Spinks. "Robbery!" someone in his locker room shouts.

"Shut up," says Ali. "Nobody got robbed. He won. I lost the fight. Can't you understand that?"

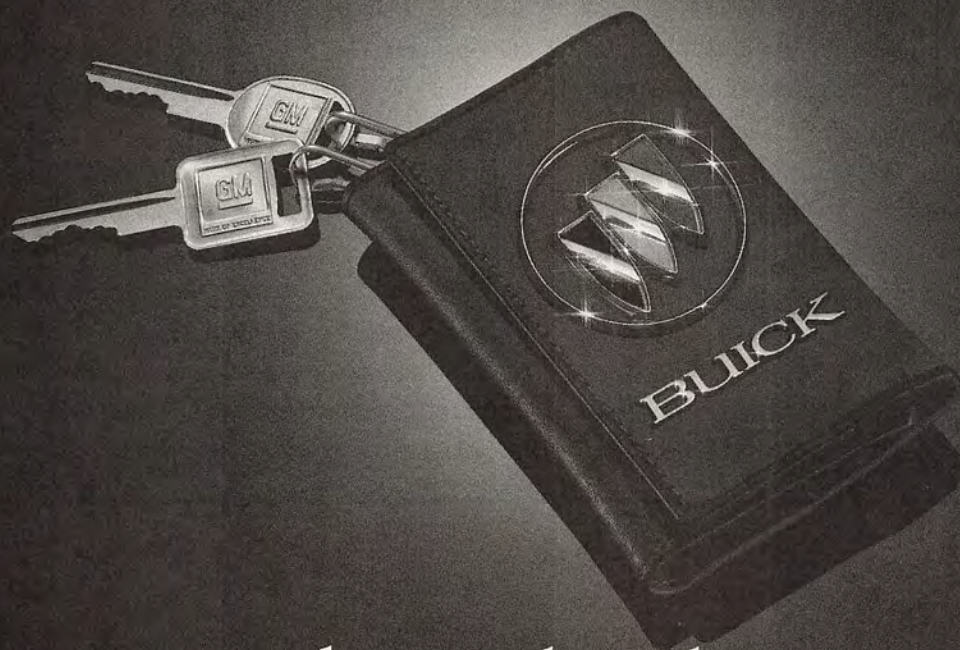
of Mays or Namath or any of the other great ones—yes, that was a gratifying way to spend an evening or an afternoon. But it was a walk into a closed room, a drive into a cul-de-sac. Ali was a doorway, an opening into something beyond. He spoke of God before his fights, he spoke of man, he spoke of hungry children, he cared about the sick and the old; he raised the game to drama. And because he stood for something greater, the people who climbed upon their chairs for him felt it: They stood for something greater, too.

I think of that day when he walked into the Shriners hospital in Philadelphia and spotted a boy with no legs. He picked the child up, looked into his eyes and said, "Don't give up. They're sending men into space. You will walk some day and do this. . . ." And he began to do the Ali Shuffle with the boy in his arms—the boy spun and bounced and giggled as the doctors and nurses blinked back their tears. Didn't he do that for all of us—make us believe in metamorphosis, yearn for what was *possible*, make his whirling lightness ours?

Three victories turned him into a myth: three trans-



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The 1990 Buick LeSabre is the latest edition of the most trouble-free American car. While the 1990 Buick Riviera and Electra are the

latest editions of the most trouble-free American luxury cars. So now you can get the quality you demand in an American car.

Buick ranks among the most trouble-free American brands. This marks an improvement in Buick quality for three years in a row. Now, we're aiming for four in a row. The 1990 Buicks are here. See them at your Buick dealer.

\*J.D. Power and Associates 1989 Initial Quality Survey covering November and December, 1988. Based on owner-reported problems during the first 90 days of ownership.

  
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conditions of the limited warranty.  
Let's get it together...buckle up.



I see him murmuring through his pain and his wired jaw to his cornermen in the hospital after losing to Ken Norton. "Now what are you looking so down about?" he is asking them. "It's just a little broken bone. I put men in the hospital before. Now it's my turn to go to the hospital. It's just another test Allah puts before us. Accept it as that."

A test. Think of that when you listen to him speak now and you wince. We are watching a man take a test, a man who understands that the questions on the test as he nears 50 are not the same as those when he was 23.

I watch him carefully pack his training gear into his gym bag. It is three years after the frightening car ride—he wants me to watch him work out again. He is 45. His short-term memory fails him sometimes now. We drive to an abandoned gym. He walks inside, starts to unbutton his shirt and stops.

"What do you know?" he says. "I forgot my bag." That is all. No sheepishness. No excuses. No need to go

back home. He simply begins to pound the heavy bag in his hard shoes and street clothes. Forty minutes later, we walk out. He is exhausted again; he is fading. . . . Now his key will not open his car door. Sometimes he misses the keyhole. Sometimes he gets the key in but cannot quite make it turn. For three minutes he works at it . . . four minutes . . . five. He never mutters. He never scowls or shakes his head. He never gets angry at his shaking hands. He never apologizes to me for the delay. He never shows the slightest trace of self-consciousness. He starts over, again and again.

No, this is not sad, it occurs to me. This is a man whose hands once worked as quickly and efficiently as human hands have ever worked. A man who will make do with this trembling flesh and bone that now hang from his wrists. A man of dignity and strength.

To be vulnerable, and yet never embarrassed—this is the gift of the child. How has he preserved that after all he has seen and experienced, after decades of watching

Journey to sun-bleached dunes carved by the  
a place where time is your own.  
**Visit outer space.** Or just dream. To begin the adventure





every person—*every person*—who walks by him freeze and mouth the word *Ali*, after decades of watching people try to seduce or exploit him? How is it that Muhammad Ali can still giggle?

I see myself in his bathroom. It's 1987. I'm trying to get out, pushing and pulling at the door, turning the knob left and right, thinking I have somehow locked myself in, sweating and self-conscious . . . when suddenly the door opens, my momentum carries me flying into his living room, and Ali steps out from behind the door, grinning.

"Just teasin'," he says.

Oh, yes, he knows the butterfly's secret. Knows it and doesn't even know he knows it. In order to transform himself, a man must first be *able* to lose, *able* to keep letting his old self die. Part of such a man will never grow old.

I think of him sitting in a Manila hotel room in 1975 with Peter Bonventre, then a writer with *Newsweek*, and

a second man, a Filipino whom Ali has just met. The stranger speaks in flowery words with a British lilt, then unrolls a parchment full of gaudy colors and script and extends a pen for Ali to sign it with. Ali, who was once bilked out of \$2.4 million by one man, who paid for another man to bury his mother *twice*—who would shrug and say, "He must have really *needed* it," when he learned of the deceit—takes the Filipino's pen without hesitation, signs and looks up. "It's beautiful writing," Ali says. "What did I just sign?"

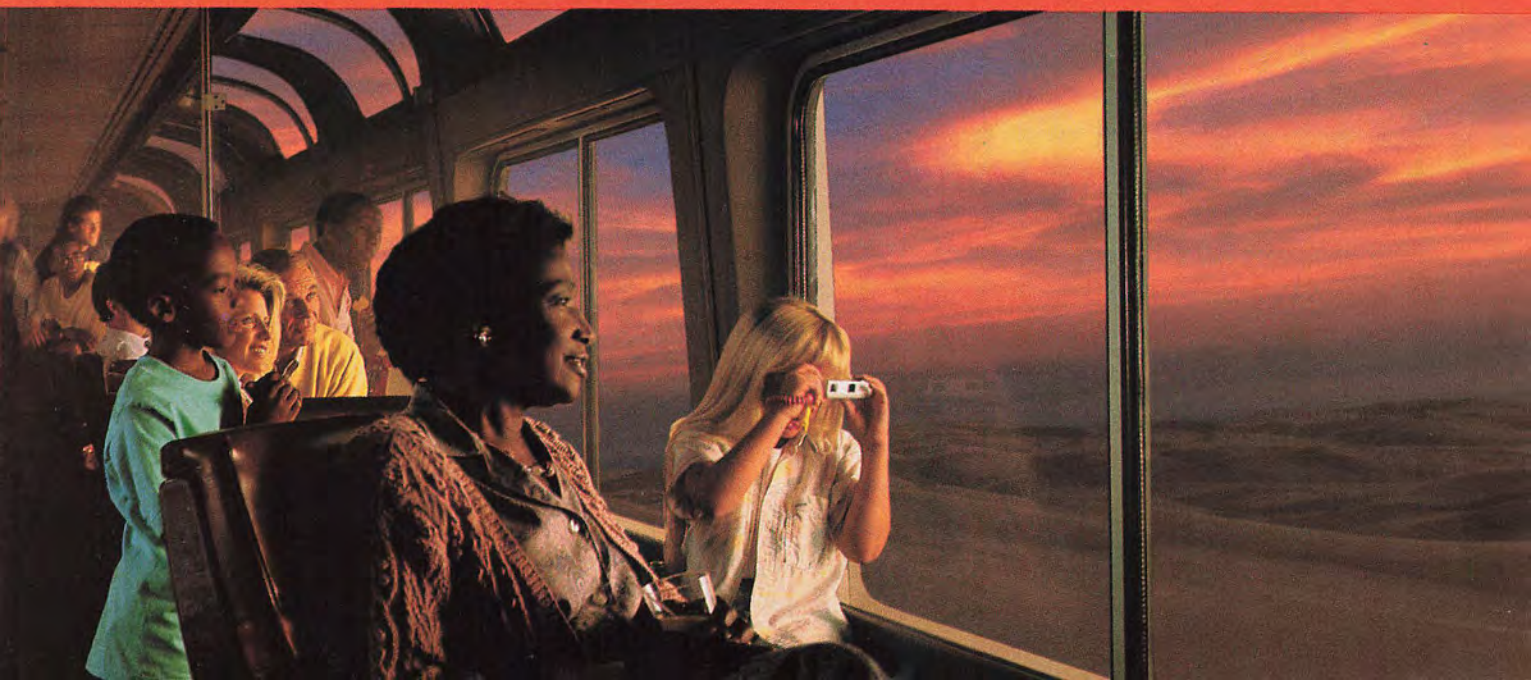
The man bows slowly. "You are now," he says, "the godfather of my three children."

And Ali, his smile wide, his eyes wide, says what my little girl might say, what I *wish* I would say: "*Really?*"

He had the vision of a child—and, yes, the blindness, too. The short attention span—you had 15 seconds to say or do something of interest to Ali before his eyes moved elsewhere, his bodyguard Pat Patterson once said. The need for two scoops of vanilla ice cream on his

wind. Crystal-blue lakes. Rugged mountaintops that touch the sky and your imagination. Discover To roam or relax. Dine surrounded by ever-changing scenery. At night, stargaze. call your travel agent or Amtrak at 1-800-USA-RAIL. And take a trip that's out of this world.

**ALL  
ABOARD  
AMTRAK**





# ALI

apple pie every day. The cruel streak that permitted him to introduce Veronica as his wife in Manila when the title was still Belinda's. We came to overlook those things. In a country where children are no longer children, could a beautiful child like Ali fail to be a god?

But now I see other eyes. Weary eyes, life-beaten. A child who saw and did too much. It is 10 minutes after he leaned on the door and trapped me in the bathroom. It is winter in Michigan. He steps out onto his farm and stares across the barren earth. I lean to make out each word he speaks: "I can sit here all day and the phone don't ring . . . no knock on the door . . . no visitors. Can take a walk . . . a jog . . . a swim . . . and see no one. Peace . . . total peace. . . . Nothin' excite me no more. Big-city lights . . . big cars . . . big houses . . . pretty women. . . . Used to be I couldn't go two hours without people. Now I can sit all day alone. I like it just like this."

I follow his look, try to see what he sees. "Right now," I say, "if you could do or have *anything* in the world you

wanted, what would it be? What's your dream right now?"

Roughly 12 seconds have passed since he told me that he is tired of movement and people and noise and lights. "Do anything? . . . I'd get me a big special-built mobile home, sleep about six people comfortable, me and five more. . . . Get two good drivers and a cook. . . . Get my own tractor trailer riding behind it. Fill it with 300,000 books on Islam, and 300,000 pamphlets, and tapes of lectures. . . . Pull into city after city, open the doors. . . . See the people come running, yelling 'Champ!' . . . Slapping my hands . . . and I sign for them . . . and give them all books."

In Los Angeles, at the end of his career, Ali lived in a mansion. There was a guard in uniform who telephoned the house before opening the gate to visitors. There were antique chairs inside with ropes from one armrest to the other so no one could sit in them. There were vases half





as high as a man, flowing draperies, gilded furniture, a gleaming Steinway piano, Renaissance-style paintings and Oriental rugs. There were fabulous gifts from presidents and kings that I was afraid to touch. A woman came downstairs, an ice sculpture. Veronica nodded to me, said nothing and left. So this is how a god lives, I thought. Ali seemed depressed.

How do other gods live out their twilight years, after their mirrors show them wrinkles? I think of Joe Louis, a greeter at Caesars Palace before he died. "Get your arm around him, Joe. Smile now, Joe, just one more shot. . . ." Of Greta Garbo, speaking to almost no one, hiding her face from cameras. Of Mickey Mantle, appearing at conventions where men sell his baseball cards, at one time plummeting into depression. Of Elvis Presley and Marilyn Monroe, overdosed, dead. People running to the past or running from it. People desperate for some new cliff edge to walk along in place of their old one.

Ali lives in an old farmhouse today. There are trees outside, cows, a pond. A big sofa you can sink into, a coffee table you can take your shoes off and prop your feet on, an end table with chewing gum stuck under it that Ali was too lazy to take to the trash can.

Now there is a wife named Lonnie who grew up on the same street in Louisville where Ali's parents lived when young Cassius Clay was still in his 20's. Today, all his decisions—when to travel and see people, when to stay home and rest—she shares in. She smiles and looks you in the eye and offers you lunch. "You got something to nibble on that ain't fattenin', darling?" Ali asks her. Now Ali lives in a home.

Since that night in the Bahamas in 1981 when he stopped fighting, that night he stopped standing in front of men whose punches could kill, he has only approached the edge once. That was in 1987, when he considered undergoing a new form of brain surgery that a Mexican doctor was using on patients with Parkinson's.

Was it live?





The surgery was dangerous—two of 18 patients reportedly had died shortly thereafter. Others had shown marked improvement. Ali flew to Mexico, neared the precipice, the all-or-nothing. Then he backed off. He accepted who and what he is. He went on bending over the keyhole.

What if he had had the surgery? What if his stride was swift again, his eyes danced, the words romped once more off his tongue? Could he deny, all on his own, the side of himself that was never quite so self-assured as

**Ali tried for his fourth world title in 1980 but was stopped in 11 by Larry Holmes.**

people thought? The side that always needed to give people what he *thought* they expected of him; the side that always led him, unasked, to work out for me after he had retired,

“Sure do,” said the old man. “That’s Joe Louie.”

Kilroy started to correct him. Ali shook his finger no. “That’s right,” Ali said, putting his arm around the old man and hugging him. “Joe *Louie* came to see you.”

“People think I’m sufferin’,” says Muhammad Ali. He shakes his head. “People thought I was suffering when they wouldn’t let me box during the Vietnam War too. . . . I want my health back, but . . . I ain’t sufferin’.”

What current set him down here, in the 48th year of his life? Could it be the same one that whipped him into the madness against Liston? That whispered to him to try the unthinkable against Foreman, to stand still on the ropes? The one that made him a *survivor*, the most dominant athlete of his time?

He looks around the old farmhouse. Then into the kitchen, where Lonnie is making two big bowls of salad. “What if I was still superhuman?” he says. “What if I had finished undefeated? What if I’d won my last two fights . . . if I didn’t have this health problem? I’d still be talkin’ like I used to. . . . Be tryin’ to keep up with my image, still doin’ all those interviews and commercials and speeches. . . . I’d probably have a miserable life. . . . I wouldn’t be human.”

Human. All the other transformations of his life had satisfied other people’s needs. This one had fulfilled only his own.

Before the big fights these days, when he is introduced in the ring, I see all the pity and pain on people’s faces when he gives that little wave, that glazed look across the audience, and makes that exit through the ring ropes that seems to last forever. I see all the people who wanted him to be a symbol of something wonderful and liberating for all of his life, for all of their lives.

Look once more, look harder, I want to nudge them and say.

He *is*.



to perform magic tricks, to show me all his fan mail? Could he resist, all on his own, without the illness, the impulse to be what the world still wanted him to be?

He visited a home for the aged once when he was still boxing. An old man’s eyes lit up as Ali approached him. “Do you know who this is?” Gene Kilroy, Ali’s companion, asked the old man.





## **FROM SEA TO SHINING SEA, THE WILL TO SUCCEED IS PART OF THE AMERICAN SPIRIT.**

The instant you become an American, whether by birth or by choice, you are guaranteed a particular freedom that is nowhere mentioned in the Constitution, but in fact flows from it.

You are guaranteed the freedom to succeed.

You are free to dream your own dream of success, to study, to work, to create and discover and build, for yourself and your children, the success you want.

Our deep belief in that idea is one reason that our company—Citicorp and Citibank—has grown to become by far the nation's largest financial services organization.

For over 175 years, our freedom to innovate, to create new financial ideas and services, has led to an unbroken line of initiatives allowing us to help countless millions of individuals.

Today, more Americans are pursuing college education and graduate degrees with help from us than from any other private lender.

More are getting what they want with the help of MasterCard® and Visa cards from Citibank than from any other company.

And more Americans who once dreamed of "some day" owning their own homes now own them, or are buying them, with help from Citicorp and Citibank.

Meanwhile, here at home and in 90 other countries around the world, we offer the full range of financial services, from automated machines for personal banking to corporate funding in the billions.

Over 90,000 people of Citicorp and Citibank serve over 25,000,000 customers, thousands of companies and many governments, in every major world marketplace.

We can help you, or your company, achieve success, here and abroad.

Whether you get to know us as Citicorp or Citibank, we'd like you to get to know us better.

**CITICORP**   
**BECAUSE AMERICANS WANT TO  
SUCCEED, NOT JUST SURVIVE.™**





# 2054: A SPORTS ODYSSEY

ON SI'S 100TH BIRTHDAY, FANS WILL BEHOLD UPHILL SKIING AND 14-FOOT HOOPS. CAN INDIAN OCEAN BEAT DETRAGO? YOU MUST BE ZMUNKING

**J**ohnny Orbit here, and we've got open lines on *SportsRap*. What do you want to talk about? Getting on to the end of the year. Maybe we could talk about the greatest moment of 2054.

Here's tonight's trivia question, in case you didn't hear it earlier. Winner gets a wrist satellite dish. "What sport did the late Golf Hall of Famer Michael Jordan originally play?" Just pick up that visionphone and voice STAR-555-RAP.

Anybody out there? Let's get some dialogue here! What are you, men or mutants?

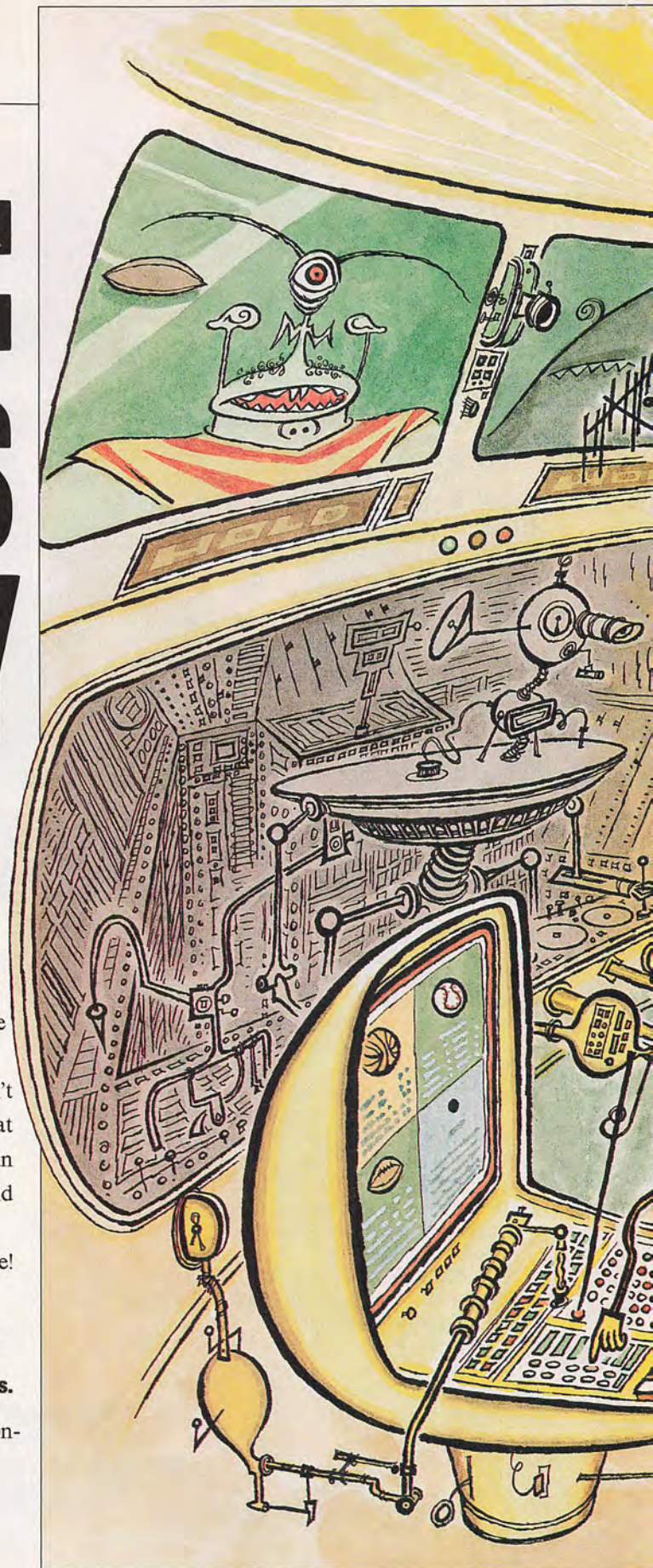
O.K., Sea of Tranquillity, go ahead. You're on the air with Johnny Orbit. . .

Transcaller? . . . Transcaller, turn down your vision-phone . . . the red knob on the right. Good.

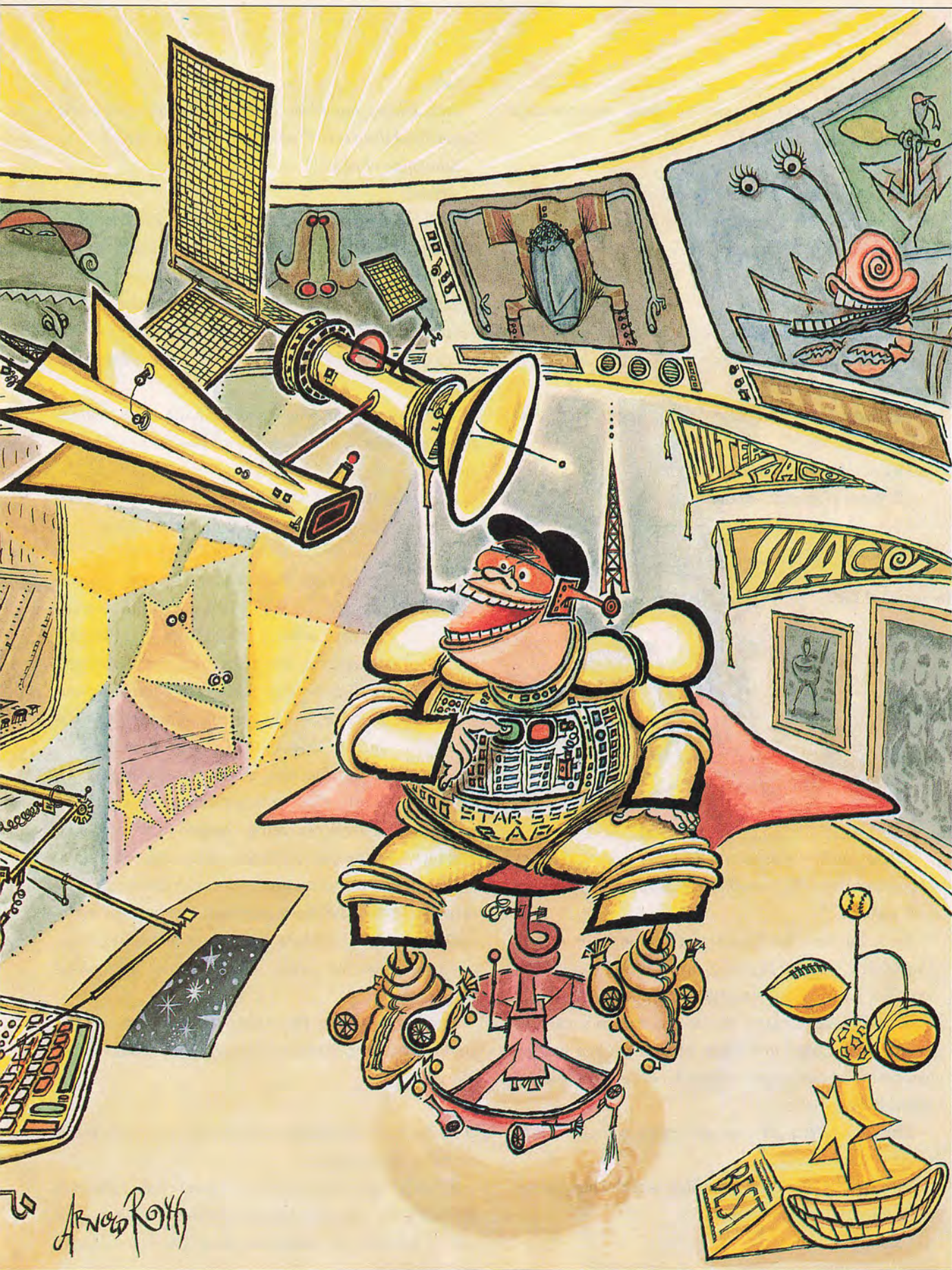
*Hello, I'm a first-time transcaller.*

Noooooo.

**Call-in sports shows will be far out when orbital transmutin' begins.**









*I have a question for you. You know Philayorkia's Megabyte McClendon?*

Sure.

*Well, he played 12 years in the NBA back in two thousand aught six, sort of died, had himself frozen, then came back this year when they discovered a cure, right?*

Right.

*Well, my question is, do the points that he scored before he died count in his career totals or does he have to start over?*

They count. Continuation rule. (click) Mars. Go ahead.

*Hey, what's transmutin', Johnny?*

Oh, same ol' gamma-gamma.

*Hey, Johnny, how about Detrago's chances to make the Super Bowl this year? Pretty good, don't you think?*

Simulated or actual?

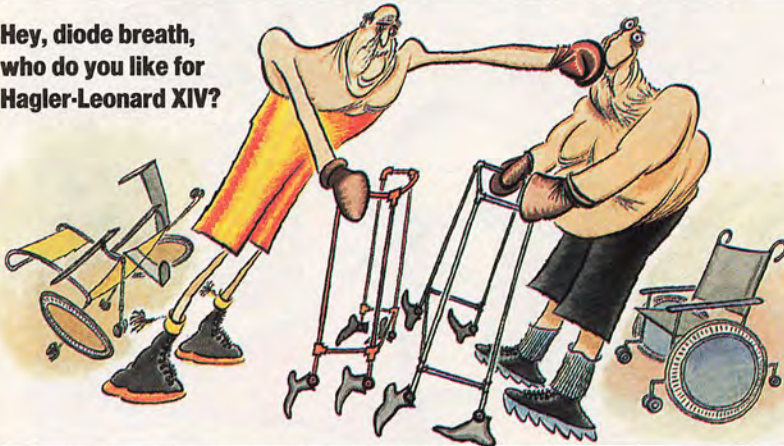
Actual.

Well, not as good as simulated. Lately, I've been flipping off the actual and going simulated so I can call my own plays. A buddy of mine has got a simulator too, and I played him the other night—he had Barcelona—and we pulverized the electrodes out of 'em. Detrago's got talent coming out of its protein holes! (click) Tibet. Talk to me.

*Yes, I am a plumber here and I'm positive I was someone named Shirley MacLaine in my past life. And before that. . .*

(click) Right. And I was President Cosby. We'll break for sports headlines and be right back.

**Hey, diode breath, who do you like for Hagler-Leonard XIV?**



ARNOLD ROTH

Announcer: Now it's time for *SportsPlanet Tonight*. . . Well, Jackie Griffith Kersee Joyner has been moved from next month's Drug-Free Olympics into the Enhanced Olympics after traces of steroids were found in her fingernails. That leaves only three athletes in the Drug-Free Games.

In Miampa, six men who rented 12 sport-robots to help them get up a game of softball are being charged with robocide.

*I think the best moment of 2054 was the uphill skiing championships. The parachutes they're using today are really glorch.*

Yeah, but how 'bout the seventh game of the Airball Cup? Kirk Cathode limping up to the ol' zanometer with his jet-pack on "empty." And the NBA's Eight Foot and Under League had its best season since they lowered the basket to 14 feet. Now if we can just get baseball to let designated fielders hit once in a while. . . (click) Beijing, hello.

*Can you please give me the entire college football schedule for this year?*

Sure. Rice plays Brown the first week. Then Brown plays Rice the second week.

Thank you.

(click) Limestone Layer, you're on the air.

The men said the uncontrollable robots insisted on taking their turns at bat and refused to stop throwing fastballs in excess of 300 miles per hour. The humans eventually destroyed the robots' brain chips by reading them passages from the Jackie Collins novel *Hollywood Husbands*.

That's the sports. Downtown temperature is 610°. Under the Ozone Dome, as always, it's 72°. Back to you, Johnny.

O.K., back to the visionphones. Los Diego, you're on the air with Johnny Orbit.

*Johnny, I just want to say I think you're full of photonic debris when it comes to Hagler-Leonard XIV. You keep calling Leonard the champion, when you know Hagler won that fight.*







Look, anybody with half a bionic circuit sewn in his brain knows that Hagler's sensors showed he'd been hit something like 215 times to Leonard's 150. I mean, Hagler's brain waves had been altered 28 percent! That's when the computer stopped it, and let me tell you, diode breath, Hagler should be glad it did.

*Ahhhh, that computer was fixed. Why do the computers have to get into it, anyway? Why can't they just let 'em fight, like in the old days?*

And I suppose you'd like to see fighters dying like in the old days, too? *(click)* Geesch! Space Station 416.

*Hey, Johnny, I guess that the guy would like to replace the electroscan umps in baseball with humans, too, right?*

Yeah, or maybe he'd like to do away with self-umpiring tennis balls. Or bring back cameraless football helmets. I mean, if he wants to go all the way back, why doesn't he start fighting wars with people again?

*Hey, speaking of that, who do you see winning the big U.S.S.R.-Iran series coming up?*

What is it? Airball, best of 11?

*Best of 11, winner gets the Caspian Sea.*

I gotta go with Iran in eight. They got Tony Khomeini in goal, they'll be tough. *(click)* Back after this.

Bob: Zorts! Another missed three-foot putt! I hate those things!

Jim: Bob, can I give you a little advice?

Bob: Please.

Jim: You need Neuro-Numb.

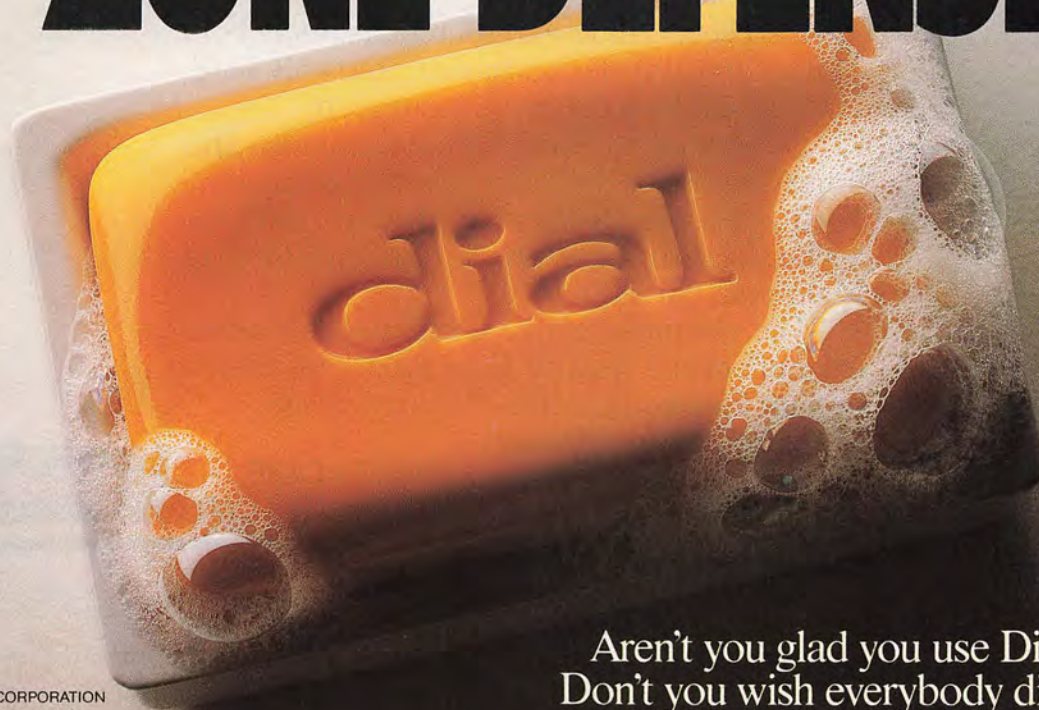
Bob: Neuro-Numb?

Jim: Sure, Neuro-Numb is the guaranteed nerve-relaxer, with no measurable drop-off in motor skills. Neuro-Numb blocks your nerve endings, keeping you from getting uptight in tense situations. I use it.

Bob: Heeeeeey, come to think of it, Jim, you didn't miss a single big putt on the Big Screen today.

Jim: Right, Neuro-Numb is choke-proof. Great for job interviews and that big wedding day, too. It's from the makers of Busy-Brain, the motor-neuron stimulant

# ZONE DEFENSE.



Aren't you glad you use Dial.  
Don't you wish everybody did?



that's helped thousands get smarter just long enough for that big exam or deadline.

Bob: Hmmmmm. Neuro-Numb. I think I'll try it.

Announcer: Neuro-Numb, the Official Nerve Relaxer of the PGA Tour.

O.K., Pacific Ocean, you're on with Johnny Orbit.

*Hi, Johnny, comin' at you from the ocean floor, sub-3,000 feet. We're really into the Scubaball Leagues down here. Can you tell me something about this Three-Lung Jackson, the new wing-forward for Indian Ocean?*

Yeah, hold on, let me find the book. . . . Yeah, seven-six, 340, 23 years old, born in Lake Superior . . . DNA baby . . . 41 percent human, 59 percent cyborg, including his spear arm and fins. . . . Favorite meal is a big, thick grouper smothered in Rust-Oleum. *(click)* Take one more call. Antarctica, you're on.

*Johnny, just want you to know it's a beautiful 108° here and still no dome.*

Yeah, may your gluteal plate deoxify.

*Listen, did you get this week's SPORTS ILLUSTRATED laser disk yet?*

Not yet.

*Well, I guess they're celebrating their 100th anniversary and they had some stuff from old issues in there you wouldn't believe.*

I'll bite. Like what?

*Like did you know that at one time, racehorses were ridden by little men instead of robots? And they said that ice gretzky used to be known as hockey. Oh, and get this, the World Series didn't even include Japan.*

Ohhh, riiiiight. Next thing you'll tell me is that the girls in the swimsuit issue actually used to wear swimsuits.

*Swear to Orbitron.*

Pal, you've been playing too much human pinball. *(click)* And that's it. We're out of time. This is Johnny Orbit, saying please don't zmunk and fly. Goodnight, everybody!

# Premium Black.

The premium is on taste.

Bacardi Premium Black.  
One sip, and you'll know why.





**1954** Pages 24-25, RECORD: Bret Wills. VOLKSWAGEN: Ralph Crane/LIFE. Pages 26-27, FACE MASK: Tony Tomsic. CASSIUS CLAY: Big Fights, Inc. TV DINNER: no credit. Page 28, PALMER: AP. Page 30, THE NAUTILUS: Ralph Morse/LIFE. Page 32, DIMAGGIO AND MONROE: UPI/Bettmann Newsphotos. Page 34, DROBNY: UPI/Bettmann Newsphotos. CONNOLLY: AP. Page 36, WHAT'S MY LINE?: Pictorial Parade. Page 38, LEWIS TACKLING MOEGLE: AP. Pages 42-43, MAYS'S CATCH: N.Y. Daily News. RHODES: Hy Peskin.

**1955** Pages 46-47, HELMET: Bret Wills. VUKOVICH: AP. RUSSELL: Rich Clarkson. MOSES: no credit. CHAMBERLAIN: Grey Villet/LIFE. Pages 48-49, NASHUA: Mark Kauffman. JAMES DEAN: Dennis Stock/Magnum. MUSIAL: John G. Zimmerman.

**1956** Pages 50-51, EISENHOWER BUTTON: Bret Wills. ROMMEL: AP. SAILER: Joern Gerds/LIFE. MORROW: Richard Meek. DIDRIKSON ZAHARIAS: AP. LARSEN AND BERRA: UPI/Bettmann Newsphotos. Pages 52-53, GRACE KELLY AND PRINCE RAINIER: no credit. HORNING: UPI/Bettmann Newsphotos.

**1957** Page 54, FRISBEE: Bret Wills. AARON: John G. Zimmerman. BIRD: Courtesy of L.V. Smith. NICKLAUS: Bill Lamneck. Pages 56-57, EDEL: Ford Motor Company. PATTERSON: Dan Weiner. PAGE FROM THE "NEW YORK MIRROR": Bret Wills. \$100,000: Dennis Ortiz Lopez.

**1958** Page 58, AMECHE'S TOUCHDOWN: Hy Peskin. CAMPANELLA: John Durant Collection. STAMPS: Bret Wills. Pages 60-61, FISCHER: Doug Rodewald. DRAWING: Dennis Ortiz Lopez.

**1959** Page 62, PLANTE'S MASK: Doug MacLellan/Hockey Hall of Fame. ALASKA FLAG: Bret Wills. HAWAII FLAG: Bret Wills. JOHANSSON: Mark Kauffman. Page 64, HOPPE: John Durant Collection. PENNIES: Bret Wills. SUGAR RAY ROBINSON: UPI/Bettmann Newsphotos. HADDIX: Milwaukee Journal.

**1960** Pages 68-69, HELMET: Tony Tomsic. LAMOTTA SERIES: AP. PALMER: John G. Zimmerman. BAT: Bret Wills. RUDOLPH: Mark Kauffman/LIFE.

**1961** Page 72, BAYLOR: Marvin E. Newman. FOYT: Indianapolis Motor Speedway. PLAYER: Arthur Rickerby. EIGHT BALL: Bret Wills. Pages 74-75, McDONALD'S HAMBURGERS: Sygma.

**1962** Page 80, PULL-TAB CAN: Bret Wills. NICKLAUS: AP. LAVER: Hulton Deutsch Collection. CARSON: no credit. Page 83, EARTH: NASA. PATTERSON-LISTON FIGHT: George Silk/LIFE. THRONEBERRY AND METS: AP.

**1963** Page 84, INSTANT REPLAY: Ken Regan/Camera 5. LOYOLA-CINCINNATI NCAA FINAL: Louisville Courier-Journal and Times. JOHN KENNEDY JR.: UPI/Bettmann

Newsphotos. Page 87, CAMERA: Walter Daran. BELINSKY AND VAN DOREN: AP. JERSEY: Bret Wills. STAUBACH: Neil Leifer.

**1964** Page 88, HOT DOG: Bret Wills. VENTURI: Walter Iooss Jr. BROWN: Neil Leifer. MUSTANG: Ford Motor Company.

**1965** Pages 90-91, ASTRODOME: Don Uhrbrock/LIFE. TWIGGY: Ralph Crane/LIFE. CLARK: Ford Motor Company. CHAMBERLAIN AND RUSSELL: Marvin E. Newman. Page 92, KOUFAX BALL: Bret Wills.

**1966** Page 94, RYUN: Rich Clarkson. AUERBACH: Sheedy & Long. SKATEBOARD: Bret Wills. SCOREBOARD: James Drake. Page 96, BRADSHAW: no credit.

**1967** Page 98, BOWLING PINS: Bret Wills. SWITZER: Harry Trask. HOFFMAN: Movie Still Archives. YASTRZEMSKI: Art Shay. STARR'S TOUCHDOWN: John Biever. Page 100, ROSE: Walter Iooss Jr.

**1968** Pages 104-105, KING BUTTON: Bret Wills. HAYES'S JUMP SHOT: James Drake. MCLAIN: Herb Scharfman. DANCER'S IMAGE: Neil Leifer. Pages 106-107, FLEMING: Arthur Rickerby/LIFE. PEACE BUTTON: Bret Wills. HARRELSON: Dick Raphael. SMITH AND CARLOS: Neil Leifer. ROBERT KENNEDY: Bill Epbridge/LIFE. BEAMON: Tony Duffy/Allsport.

**1969** Page 108, WOODSTOCK BUTTON: Bret Wills. NICHOLSON: Museum of Modern Art Film Stills Archive. LOPEZ: no credit. KOOSMAN AND GROTE: Walter Iooss Jr. Page 110, BOOK JACKET: Bret Wills. NAMATH: Walter Iooss Jr. LITTLE LEAGUE WORLD SERIES: Vannucci Foto-Services. BROWN: Memory Shop. ALDRIN: NASA.

**1970** Page 112, BASEBALL CARD: Bret Wills. DEMPSEY: AP. WALTON: no credit. NAMATH: Spangler Productions. BAT: Bret Wills. Page 114, LONGDEN AND SHOEMAKER: UPI/Bettmann Newsphotos. Page 116, BROOKS ROBINSON: Herb Scharfman. NERF BALL: Bret Wills. ORR: John G. Zimmerman/LIFE. MARAVICH: Tony Triolo. KENT STATE SHOOTING: John P. Filo/AP.

**1971** Page 118, PADDLE: Bret Wills. ALI: Neil Leifer. TREVINO: Walter Iooss Jr. Page 120, TENNIS BALL: Mark Stern. GRETZKY: no credit. FIELD GOAL: Walter Iooss Jr. NIGHT WORLD SERIES SYMBOL: Cathie Bleck. EVERT: no credit.

**1972** Pages 122-123, CHESS PIECE: Bret Wills. HARRIS: Pittsburgh Steelers. CLEMENTE: Walter Iooss Jr. SHOE: Nike, Inc. NIXON BUTTON: Bret Wills. HENDERSON'S GOAL: Toronto Star. Pages 124-125, MUNICH TERRORISTS: Neil Leifer. BASKETBALL TEAM: Rich Clarkson.

**1973** Page 126, WOODS: AP. WALT FRAZIER: Walter Iooss Jr. FOREMAN: Neil Leifer. Page 130, SHULA: Neil Leifer.

**1974** Page 132, DANTLEY AND WALTON: Rich Clarkson. Pages

134-135, AARON: Herb Scharfman. CONNORS AND EVERT: Tony Triolo. Page 136, NAMATH: Neil Leifer. FINLEY: Neil Leifer. MCGWIRE: no credit.

**1975** Pages 138-139, THE STEEL CURTAIN: Neil Leifer. ALI: Neil Leifer. FRAZIER: Neil Leifer. JAWS: Bret Wills. CONNORS: Co Rentmeester. FRANK ROBINSON: Tony Tomsic. WOODEN: Rich Clarkson. SOX CELEBRATION: Doug Bruce/Camera 5.

**1976** Page 140, FREE-AGENCY SYMBOL: Cathie Bleck. KLAMMER: Helmut Gritscher. JENNER: James Drake. Pages 142-143, COMANECHI: Neil Leifer. RACKET: Prince Manufacturing Inc. ROCKEFELLER: AP. FIDRYCH: Lane Stewart. ERVING: Manny Millan. SWANN: Heinz Kluetmeier.

**1977** Page 146, SEATTLE SLEW: Heinz Kluetmeier. TIEGS: Walter Iooss Jr. PAYTON: Bill Smith/NFL Properties. FIDRYCH: John Collier. Pages 148-149, R2D2: Lucasfilm Ltd. PELÉ: George Tiedemann. FOYT: Ron McQueeney/Indianapolis Motor Speedway. WATSON AND NICKLAUS: Phil Sheldon. ELVIS: Charles Trainor. REGGIE: Neil Leifer.

**1978** Page 150, CANDY-BAR WRAPPER: Bret Wills. LOPEZ: Harry Benson. STEINBRENNER: Lane Stewart. ALYDAR AND AFFIRMED: Co Rentmeester. JORDAN: no credit. Page 152, MONCRIEF: Manny Millan. HAYES: UPI/Bettmann Newsphotos. ALI AND SPINKS: Neil Leifer. BRADSHAW (BEFORE): Bill Epbridge. BRADSHAW (AFTER): Bill Epbridge.

**1979** Page 156, DOLLAR: Bret Wills. STARGELL: Manny Millan. STEINBRENNER: Lane Stewart. THREE MILE ISLAND: Gregory Heisler. JOHNSON AND BIRD: James Drake. LEMOND: no credit. Page 158, DAWKINS: AP. TYSON: Big Fights. ALI COSELL (BEFORE): no credit. COSELL (AFTER): Roger Sandler/Gamma-Liaison. MATTINGLEY: no credit. MCENROE: Co Rentmeester.

**1980** Pages 160-161, REAGAN DOLL: Bret Wills. LENNON: Allan Tannenbaum/Sygma. HEIDEN: Heinz Kluetmeier. RUIZ: Enrico Ferorelli. Pages 162-163, BORG: Walter Iooss Jr. DURAN: Manny Millan. BALLESTEROS: John Iacono. LEONARD: Neil Leifer. KNIGHT: Rich Clarkson. COE: Rich Clarkson. STALLWORTH: Walter Iooss Jr. MOUNT ST. HELENS: Roger Werth/Longview Daily News/Woodfin Camp & Associates.

**1981** Page 164, RAIDERS: Bret Wills. THOMAS: Manny Millan. BO JACKSON: no credit. Page 166, MTV LOGO: no credit. VALENZUELA: Manny Millan. MAHRE: Russell/Kelly. BROWN: Robert Martin/Allsport. ROYAL WEDDING: Douglas Kirkland/Contact Press Images.

**1982** Page 168, HANDS: Brian Lanker. AUSTIN AND GRAF: Paul Zimmerman. E.T.: Neal Peters Collection. SAMPSON AND EWING: Manny Millan. Page 170, GRETZKY: Focus on Sports. BAND: Robert B. Stinnett. FONDA: Steve Shapiro/Sygma.

**1983** Page 174, BAT: Focus on Sports. THRILLER: Bret Wills. CONNORS: Walter Iooss Jr. WATSON: Steve Powell/Allsport. ISLANDERS: John Iacono. Page 176, YACHTS: Dan Nerney. M\*A\*S\*H: © Twentieth Century Fox Television. STEINBRENNER: Lane Stewart. BARRY (BEFORE): Heinz Kluetmeier. BARRY (AFTER): Brian Lanker. N.C. STATE: Rich Clarkson.

**1984** Page 178, MONDALE BUTTON: Bret Wills. VANESSA WILLIAMS: Donna Connor. DICKERSON: Peter Read Miller. NAVRATILOVA: Manny Millan. Page 180, MOSES: Allsport. RETTON: Jerry Cooke. Page 182, SHIRT: Bret Wills. LEWIS: Neil Leifer. BILL JOHNSON: Tony Tomsic. LOUGANIS: Ronald C. Modra. Page 184, REAGAN: Bret Wills. NASTASE: Jacqueline Duvoisin. MORRIS: AP. FIXX: Ken Regan/Camera 5. FLUTIE: Heinz Kluetmeier.

**1985** Page 186, COKE: Al Freni. PERRY: John Biever. BOL AND WEBB: Manny Millan. RIDDLES: Jeff Schultz. WHITE: Roger Gould/Allsport. STEINBRENNER: Lane Stewart. Page 189, GOODEN: Chuck Solomon. EDDIE ROBINSON: Ronald C. Modra. BO JACKSON: Richard Mackson. BECKER: Steve Powell/Allsport.

**1986** Page 192, LIBERTY: Dennis Hallinan/FPG. HOCKEY: Rick Stewart/Allsport USA. SHOEMAKER: Joe Glick. CLEMENS: Jerry Wachter. BUCKNER: AP. Page 195, NORMAN: Jacqueline Duvoisin. Page 196, NICHOLSON AND JOHNSON: Brian Lanker. CHALLENGER: Fred Sisson/SIPA Special Features. JORDAN: Steve Cadrain. BIAS: AP. EASY GOER: Dell Hancock.

**1987** Page 198, WALL STREET: Bret Wills. PIT BULL: Phil Huber. BIRD: Manny Millan. STRIKE: Dan Fitzpatrick. TYSON: Manny Millan. Page 201, CAMPANIS: Steve Fenn/ABC News.

**1988** Page 202, LIPS: Allan Tannenbaum/Sygma. STEINBRENNER: Lane Stewart. RILEY: Nathaniel Butler/NBA. GRAF: Manny Millan. GRETZKY AND JONES: Jonathan Exley/LGI. GRETZKY AS KING: Robert Beck/Allsport USA. Pages 204-205, BOXER: AP. LOUGANIS: Brian Smith/Agence France-Presse. EAGLE: Allsport. WITT: Manny Millan. SULEYMAN-OGLU: Leo Mason. FLO-JO: John W. McDonough. JOYNER-KERSEE: Heinz Kluetmeier.

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# UPLIFTED, GENTLY, BY SPORT

COMPETING TRANSFORMS, OFTEN FOR THE BETTER, THOSE IT TOUCHES ■ BY KENNY MOORE

In 1954, when Roger Bannister broke four minutes for the mile and *SPORTS ILLUSTRATED* started turning up in the library of Howard Elementary School in Eugene, Ore., I was 10 and made of timid, moist clay. Both a slate and a lump. Amid the jubilation and wonder over Bannister's feat, I felt the first, warm impress of direction. Here was something rather childlike that society valued. After some false starts, I began to run and now, 35 years later, exult in the great fortune of having been formed and fired by contemporary sport, American style.

Athletics enabled me to have a good education and to compete in two Olympics. It even kept me safely on the Army track team in Southern California while many of the men drafted with me fought in Vietnam. But by then, I was proficient. It was nearer the beginning that the truly important things happened, those having to do with being good.

Becoming an athlete meant self-discovery through extreme discomfort. In high school I felt no kinship with, say, football players, who simply seemed obsessed with the repeated use of force. But we were all hardening in our own crucibles, all creating ourselves according to how well we embodied the lessons of our sporting tribes.

Of course, they were the same lessons. Try. Never lose hope. Follow the rules. Try. Know yourself. Focus. Always get up. Try.

In the state high school cross-country meet in my senior year, I started too fast and ambitiously sprinted myself into oxygen debt. I drifted, sick and disgusted, back into the pack. A crosstown rival, who had not beaten me all year, passed me at the finish. I used a wild elbow to try to keep him behind, but to no avail.

That evening at dinner, my father remarked that my avowed concern for fairness and discipline seemed inconsistent with slugging opponents. I wanted to shout, "You win any way you can!" but I knew that was absurd. That was what football players said. I still remember the acid turmoil of that night, my mind frantically squirming to avoid the truth of what I had done. Ultimately it could not. Out of this experience came a resolve that I would never again lose control, no matter what the goad.

So sport nudged me, as it has a great part of our society, from the savage toward the humane. At least I hope it has, for to celebrate sport is to celebrate self-control. To the extent that we keep from hurting each other in our competitive rages are we civilized—to that extent are we Olympian.

Yet, to celebrate sport is also to celebrate sheer abandon, to savor moments when athletes surrender themselves to effort and are genuinely transformed. This is when sport takes loneliness, fear, hate and ego and transmutes them into achievement, records, art and powerful example.

After terrorists killed 11 Israeli coaches and athletes during the 1972 Olympics, few of us entered in the marathon had much desire to run the event. Avery Brundage, the president of the International Olympic Committee, decreed that the Games must continue, but in his speech the day after the murders, he had the gall to equate the terror with a threatened boycott of the Games by black athletes who had demanded the expulsion of Rhodesia. All he did was add outrage to our grief.

We did run, in order not to let murderers drive us apart, but I remember Frank Shorter saying that dwelling on our winning or losing would seem monstrous measured against the deaths of our fellow athletes.

In the years since, as I have written of sport events and characters, my sensations often have been the old dry-throated ones of competition. Juiced by the likes of Mary Decker's wins in the 1983 World Championships or Daley Thompson's 1980 and '84 Olympic decathlons or Butch Reynolds's 400-meter world record last year, I have nervously beseeched my prose to be worthy of what I have witnessed. On rare occasions,

performances have so taken hold of their stories that when I reread them, I ask, as I once did after a sprint that carried me past a favored opponent, "Where did *that* come from?"

It came from sport's capacity to define and transform, for sport does not seem to relinquish those it has molded. I try to keep that in mind when faced with the day's cocaine deaths, steroid cover-ups, collegiate hypocrisies, gambling scandals, criminal agents and Olympic boycotts. Such failings show that sport's civilizing, freeing effect on us is incomplete. Not everyone is following the rules. Not everyone is trying.

But here is an article of faith, based on knowledge of the competitive heart. Sporting people won't permit such abuses to continue indefinitely. The transforming nature of sport works even upon itself. All that saves and lifts sports are the athletes. "And the best athletes," Thompson has said, "are the ones who are free of self-destructive tendencies."

The finest ones will always be there to assist, to marvel, to safeguard, as sport continues to breathe life into the latest lumps of clay, producing its good works. ■





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